

Reggie Lewis Interview

2nd Class Postage
Dated Material • Please Rush

BOSTON CELTICS PRIDE



Volume 4, Issue 7
March 10, 1989
\$3.00

3

Danny Ainge
Crowd Pleaser

K.C. Jones Elected to Hall of Fame

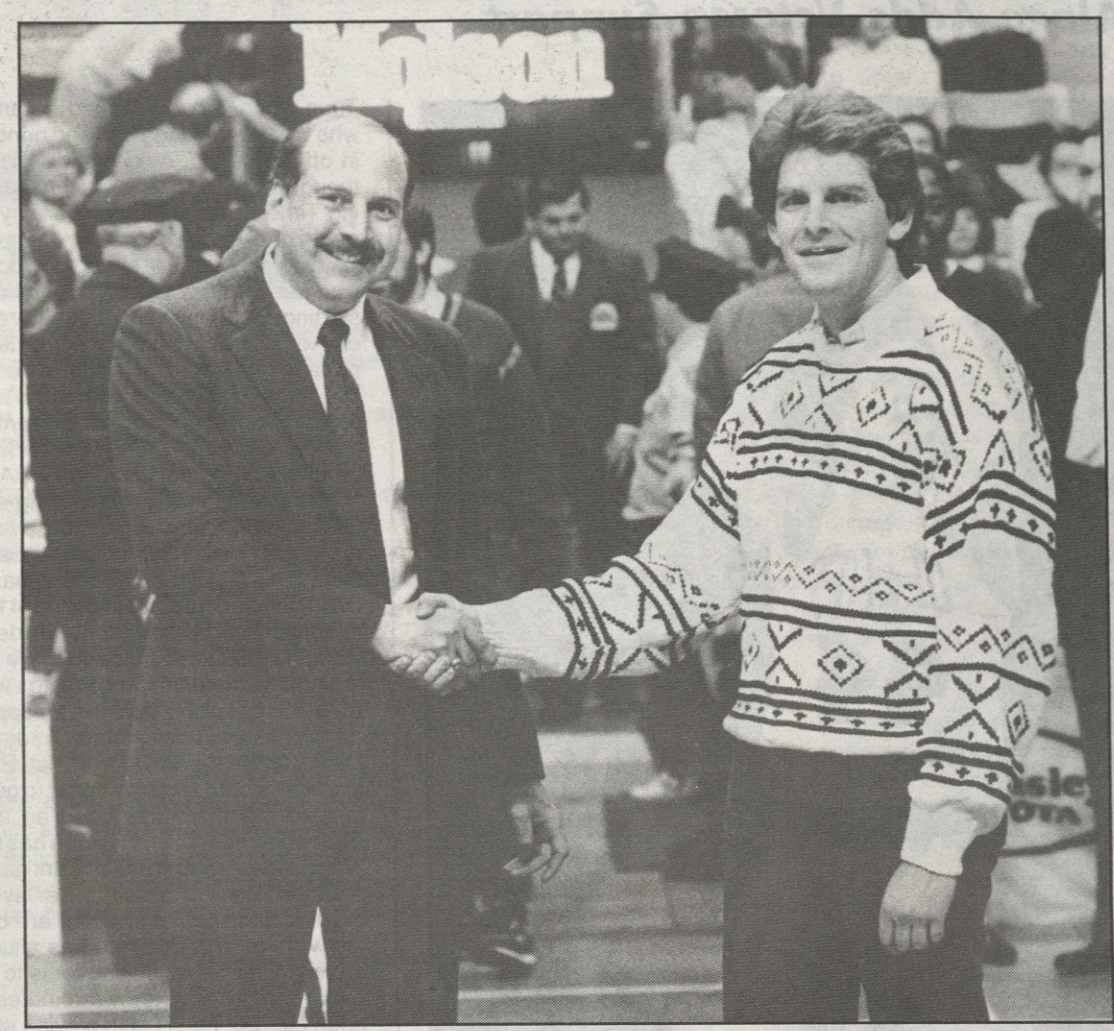


© 1988 SVC

WHEN YOUR ONLY BREAK IS A FAST BREAK,
GATORADE IS THIRST AID.
 GATORADE® THIRST QUENCHER FOR THAT DEEP DOWN BODY THIRST.

BOSTON CELTICS PRIDE

All-Star Weekend Winner



V.P. Tod Rosenweig and Scott Pearson

Scott Pearson was the winner of the all expenses paid trip to the All Star Game in Houston. The contest, sponsored by KISS 108, The Boston Herald, and Miller Lite, enabled Scott to spend Saturday and Sunday in Houston, and taking

in both the game, as well as the long distance shout-out and slam dunk championship as well. Pictured above is Celtics V.P. Tod Rosenweig congratulating Scott during a recent half time ceremony at the Garden.

VOLUME 4, ISSUE 7, NUMBER 67

BOSTON CELTICS PRIDE

A WESTON COMMUNICATIONS PUBLICATION			
Executive Editor: Tod Rosenweig	PUBLISHER: Porter C. McKinnon Weston Communications 49 Locust Avenue New Canaan, CT 06840 (203) 966-6092		Contributing Writers: Red Auerbach M.L. Carr Eddie Gillooly Mark Drefs Glenn Ordway Jim Rucido Jimmy Rodgers
Managing Editor: Porter McKinnon	Associate Editor: Robert Schron	Production Director: Mark Drefs	Staff Photographer: Steve Lipofsky
Advertising Director: Mark Lev (617) 523-6050	Customer Service: Sherry Davis (203) 966-6092	Contributing Photographer: Randy Wallach	Production: Bob Childs James Vujs

Boston Celtics Pride (ISSN 0897-8379) is published twice per month during basketball season (October through May), and monthly in the off-season (June through September), for a total of 20 issues each year, by Weston Communications, Inc., 49 Locust Ave., New Canaan, CT 06840. Second Class postage is paid at New Canaan, CT and additional entry offices. Subscription rate is \$30.00 for 20 issues (1 year). Canadian subscriptions are \$55.00 (US\$) for 20 issues. Postmaster, please send address changes to Celtics Pride, 49 Locust Avenue, New Canaan, CT 06840.

All rights reserved. Reproduction in whole or part without written permission is prohibited.
 © 1988 WESTON COMMUNICATIONS, INC.

VOLUME 4, ISSUE 7
 NUMBER 67
 MARCH 10, 1989

Cover...

As the 2nd half of the season begins, Danny Ainge finds himself in the role of sixth man, providing a little instant offense and pleasin' that crowd! Cover photography by Steve Lipofsky.



Features...

- 4 Crowd Pleaser**
 Danny Ainge has not exactly lived a "dream-season" so far in 1989, however his determination and irrepressible personality still quickens the hearts of Celtics fans everywhere.
- 8 KC Elected to Hall**
 After a career of incredible success, K.C. Jones was rewarded with the distinction reserved for few. Election to the NBA Hall of Fame.
- 16 Covering the Draft**
 Chris Wallace, publisher of America's foremost college basketball yearbook "The Blue Ribbon" recently spent some time with Celtics Pride on this year's college seniors.
- 17 Celtics Mid-Year Review**
 Currently playing at a .500 clip the Celtics are halfway through a season of learning and adjustment. Here's a state of the Celtics address at the All-Star break.

Departments...

- 5 — Ask Red
- 6 — Coach's Corner
- 10 — Courtside View
- 13 — Celtics Perspective
- 14 — Celtics Confidential
- 15 — Innerview
- 20 — As I See It
- 21 — Day by Day
- 24 — By the Numbers
- 25 — Roundball Spoken Here
- 26 — Matching Up

All photography in this magazine is shot on Kodak film.

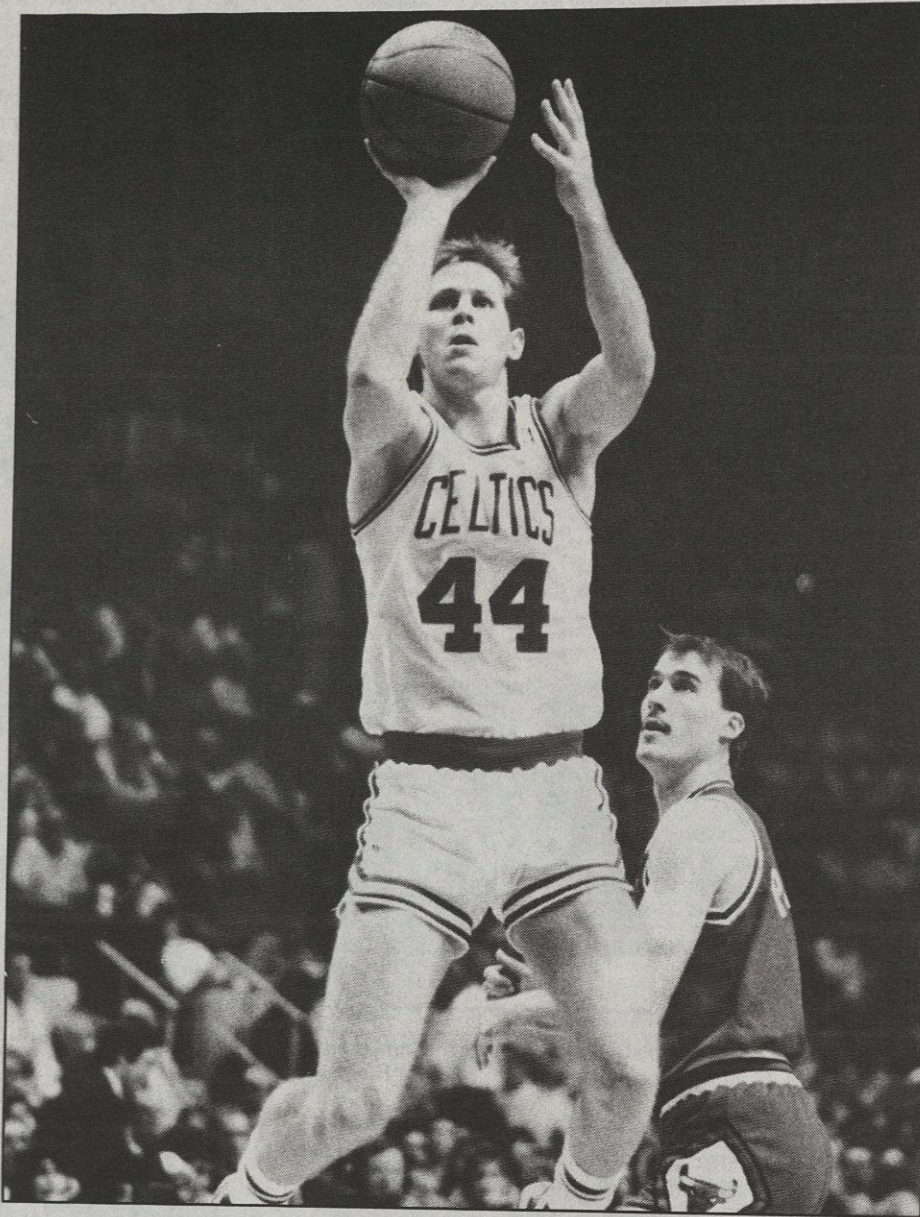
New Sixth Man?

Danny Ainge Adds Veteran Support

In a season of change for the Celtics, when Larry Bird has been out and the team has played its younger players, perhaps no other player on the team has met the tides of novelty more in depth than has Danny Ainge. Beginning the season with high expectations, Ainge immediately was injured in the second game of the season and he's struggled with inconsistency most of the year. It just wasn't supposed to work out this way for Ainge, who had his best individual season last year. Ainge, before Michael Adams's emergence, was the record-setting three point shooter in the league last year. After setting an early season league record with three-pointers in 23 consecutive games in 1987-88, he made the Eastern Conference All-Star team for the first time in his career; finally after six seasons of playing in a supporting role, recognition was at last his. Ainge played effectively in the All-Star Game, scoring 12 points with three 3-point field goals. He went on to record a career high 15.7 ppg scoring average and again validated his importance in the playoffs, only this time it was in a negative sense. When he was injured during the Eastern Conference finals against the Pistons, the Celtics' team defense suffered badly. Without Ainge's all-out running game in the Celtics defense, Adrian Dantley was free to operate one-on-one throughout critical stages of wins by Detroit in Games One and Five in the Boston Garden. Detroit had the Celtics appointed date with the Lakers in The Finals, winning over the Green and White in six games.

This season was something below what all of the Celtics were expecting. "We just haven't played well—been erratic," commented Jimmy Rodgers, the Celtics' Coach. "It's been a case of being inconsistent." With a plethora of columns being written about the need for the Celtics to generate more offense, Ainge has been used in a variety of ways, most recently as the team's Sixth Man. The Celtics have been involved in best trying to tap Danny Ainge's brilliant talents.

Danny Ray Ainge will turn thirty years old next month — age thirty, a signpost in chronological age, reflecting the pressure of maturity. Ainge has always possessed a wealth of talent and depth in this category; he and wife Michelle have three children and have been married since they were students at Brigham Young and Danny was playing baseball for the Toronto Blue Jays, while still starring in basketball for the Cougars. In addition, Ainge has consistently played a heady game of basketball; harried unreasonably at times when he was a rookie by his first coach, Bill Fitch (although never to the extent that has been rumored), Ainge nevertheless persevered and developed a well-conceived team oriented game. He was an outstanding player throughout his early years in big games and under K.C. Jones he became a star. Bird called him the key player in the 1985 playoffs against the Lakers and Ainge delivered, outplaying Byron Scott. In the Sweet Sixteen championship season, he again won meaningful plaudits, this time from Jones. Yet this season, a year where Ainge has been needed in a multiplicity of ways because of Bird's enforced absence, something has been missing from Ainge.



Danny's a born shooter

During the team's disappointing home-stand recently (the team did win five of seven games but they could have won all seven for a needed cushion before heading out West), Ainge addressed the problems of the team. "We just haven't been getting it done, and a lot of the problems have come in the final minutes. When a play breaks down, it's our responsibility to create something. It isn't any one player's fault. It's the whole team's hesitation. In the last 4 minutes of a game, we don't have the confidence that we can win like we used to have. We are playing real hard, but no one is playing real confident. We're just too unconfident when the game is on the line."

Ainge's biography suggests he is the player the team could—and should—turn to when the game is on the line. Yet, apparently the strain of playing point guard has affected Ainge's concentration in these situations. Jimmy Rodgers has encouraged Ainge to take over more of the point guard responsibilities this year to enable the team to have maximum flexibility. Dennis Johnson is able to rest more; Brian Shaw is able to develop to his fullest potential in his rookie year with as little pressure as possible (as a rookie running the team); the Celtics can begin planning for the future now, with Ainge the heir

apparent to Johnson as the steady presence of the backcourt. The pressures of playing point guard apparently have affected Ainge however although these have nothing whatsoever to do with Coach Rodgers's decision to bring the veteran off of the bench as the team's Sixth Man. However at times Ainge's shot selection has been questionable.

"I've got to play my game," Ainge told Jackie MacMullan of *The Boston Globe*, explaining his thinking during crunch time. "The best players have no conscience. You can't have five guys on the court with no conscience, but you need a couple, and that's what we haven't had down the stretch."

There had been a brief shouting match between the coach and the player over one of Ainge's 3-point attempts in Charlotte. Ainge shrugged this off. "Jimmy and I have talked about all this. He seldom questions my shots. There have been a few he didn't like, and on those occasions I have been the point guard. He knows I'm going to take the threes. He doesn't encourage them like (Knicks coach Rick) Pitino does, but he doesn't discourage them, either." Ironically, Ainge, who is one of the most verbally abused players by opposing arena's fans, is simultaneously one of the game's best team players.

Thus, when Rodgers wanted to start Shaw, who had been struggling, and bring Ainge in off the bench, Ainge readily assented though he still wants the cherished Playing Time. (*Celtics Pride*, February 17) In terms of attitude toward the team goal of winning Ainge is a strong supporter of Rodgers. "I don't care that much about starting. But I do like to be in there at the end of games. I think the job Jimmy's done is remarkable. He's kept our spirits up and kept us playing hard in the worst of times. I've never been on a team that's played any harder." This, from one of the hardest playing people in the NBA.

Has this been a disappointing season for Ainge? On the record, he's averaging his career-high, with 15.9 ppg and although his 3-point FG shooting has been cut in number, he's still shooting .413 from this distance. He's still intense on defense. He continues to sacrifice willingly for the team. "But there are some things wrong," thinks Bird. I don't think he's happy with coming off the bench, but that's something Danny Ainge has got to work out. He's got to practice hard and play better to get back in there." If there has been an area of disappointment then, that area has to be in Ainge's inability to lift his brilliant game yet another notch—to the superstar level. The individual flashes of stardom are consistently there and Rodgers has alluded to them. "What we're looking for is to play a group that wins. Danny's minutes have been cut. But I think he's playing efficient minutes." Ainge blazed the Kings for 20 points in 25 minutes, for example; suffering the lingering aftereffects of a back injury, he was the key performer off the bench in the team's significant 112-99 win over the Pistons, January 22nd. He has scored his career high—45—vs. Philadelphia this season.

It's one of the mysterious occasions of circumstance. For years, Danny Ainge had been the youngest player in terms of seniority on a starting group many thought to be the best in history (Bird-McHale-Parish-Johnson-Ainge). In crunch time, Ainge, a man of tremendous pride, had willingly sublimated his wealth of talent to "go along with the program"—to set up Bird, McHale, DJ. This season, with Bird out, this was Ainge's chance to have the moment in the sun, to win headlines. But the team's struggled. Ainge has been injured (he's missed 7 games with back injuries). Forced to learn a new system and adjust to a different role, the superstar level hasn't been attained. Perhaps in the Celtics' frontcourt-oriented system, superstardom for a guard is an impossibility. "It's my fault for not taking over (in the end of games) and living with the consequences. If I screw up then I have to deal with the consequences."

Danny Ainge's strength as a player is his deep open attitude and it makes available continued room for further development. "Danny Ainge is one of the best players in the game," says Frank Del'Alapa of *The Boston Herald*. "His presence as a shooter opens everything up for this team. I just don't know if he'll ever be your classic point guard. He's a born shooter and that's something that you don't ever want to take away from him." Rather, ideally, it's something to build upon en route to superstardom.



By Red Auerbach

EDITORS NOTE: "Ask Red Auerbach" is a regular feature of *Celtics Pride*. If you have a question for Red, please send it to *Celtics Pride*, 49 Locust Avenue, New Canaan, Connecticut 06840. Red will answer as many as possible in each issue.

QUESTION: What transitions, in your opinion, do college players have to make between NCAA basketball and the NBA?

Darren Weiner
Newton, Mass

RED'S ANSWER: That's a good question. I think the biggest transition is one of dedication toward team play. I know they have that in college; however, the biggest transition, I believe, is the ability to play in the pros within the concept of team defense. In the pros you're not playing a zone. Defense requires a lot of sacrifice, dedication and concentration. In college, they play a lot of zones, and the players rest on defense. In the pros, it's just the opposite: if you're tired, you rest on offense, you never rest on defense.

QUESTION: Do the players have to wear team uniform jackets and ties to home and away games?

Denise Sternberg, Sacramento, CA

RED'S ANSWER: No, we don't issue them a specific outfit to wear on the road or on their drives into and away from the home games. Our players are much too professional both on and off the court for us to question their judgment to the extent that we would actually dress them. However, their contracts and our team rules do require some basic guidelines in dress and appearance, a sort of minimum standard for their dress. That standard includes the wearing of long- or short-sleeved dress, sport or turtleneck shirts (no T-shirts or sweat shirts), slacks (no shorts or cut-offs) and shoes and socks (no sneakers, gym shoes or sandals). We have never had a problem on the Celtics; I like to believe that our players understand that they present by their very appearance an example to millions of people and that they will dress and act accordingly. I've never been disappointed by this group of guys in that regard.

QUESTION: Is ankle taping mandatory for the Celtics players?

Robert A. Fitzgerald, Northport, FL

RED'S ANSWER: Generally, yes. Our rule is that players must be properly taped for all practices, scrimmages, games, clinics, etc. This applies from the first day of training camp through the last playoff game. The reasons for this rule are, I'm sure, obvious. All evidence has proven that taping both helps to prevent ankle and related injuries. On occasion, when K.C. feels that the guys could use a rest, he'll call a "no tape" practice, where the team will view some videotape or run through some plays without any actual contact. And at other times, the first team won't tape, but Chris Ford will have the Green Team playing three-on-three with tape.

QUESTION: How often are the nets changed?

Don Ford, Orlando, FL

RED'S ANSWER: That's simple. They're changed as often as they have to be. To get a better idea, though, I contacted Dennis Grabowski, who heads up the maintenance department at the Boston Garden. Dennis estimates that the nets are changed every five games or so.

ASK RED

QUESTION: Some teams, including the Lakers, use computers to assist the coaches in planning their strategy and tracking their opponents. Have the Celtics entered the high-tech era in this regard?

Gary Gee, San Francisco, Calif.

RED'S ANSWER: What makes you think the Lakers would be ahead of us in anything? Yes, we use computers extensively for all kinds of purposes. We keep track of all the player transactions in the league. We keep all our scouting records on computer including potential players from college, CBA and other NBA teams. We've just begun rating how effective our offensive plays are against particular teams and particular players. Our Public Relations Department uses their computers for updating statistics, compiling their Game Notes for each home game, and keeping press lists and mailing lists current. They also have now put the entire Media Guide, which is updated and changed each year, on computer disks, and they're now tied by phone into the Elias Sports Bureau, which keeps the official statistics for the NBA. Of course, our Accounting Department also keeps all their records on computer. The Marketing Department uses computers for recording sales of specific items and updating mailing lists. Finally, the Season Ticket Department has been using computers the longest; they are now tied into a mainframe computer which we share with the New England Patriots. Obviously, we have more bytes than the Lakers.

QUESTION: Did you ever play basketball?

Joe Waag,
Providence, RI

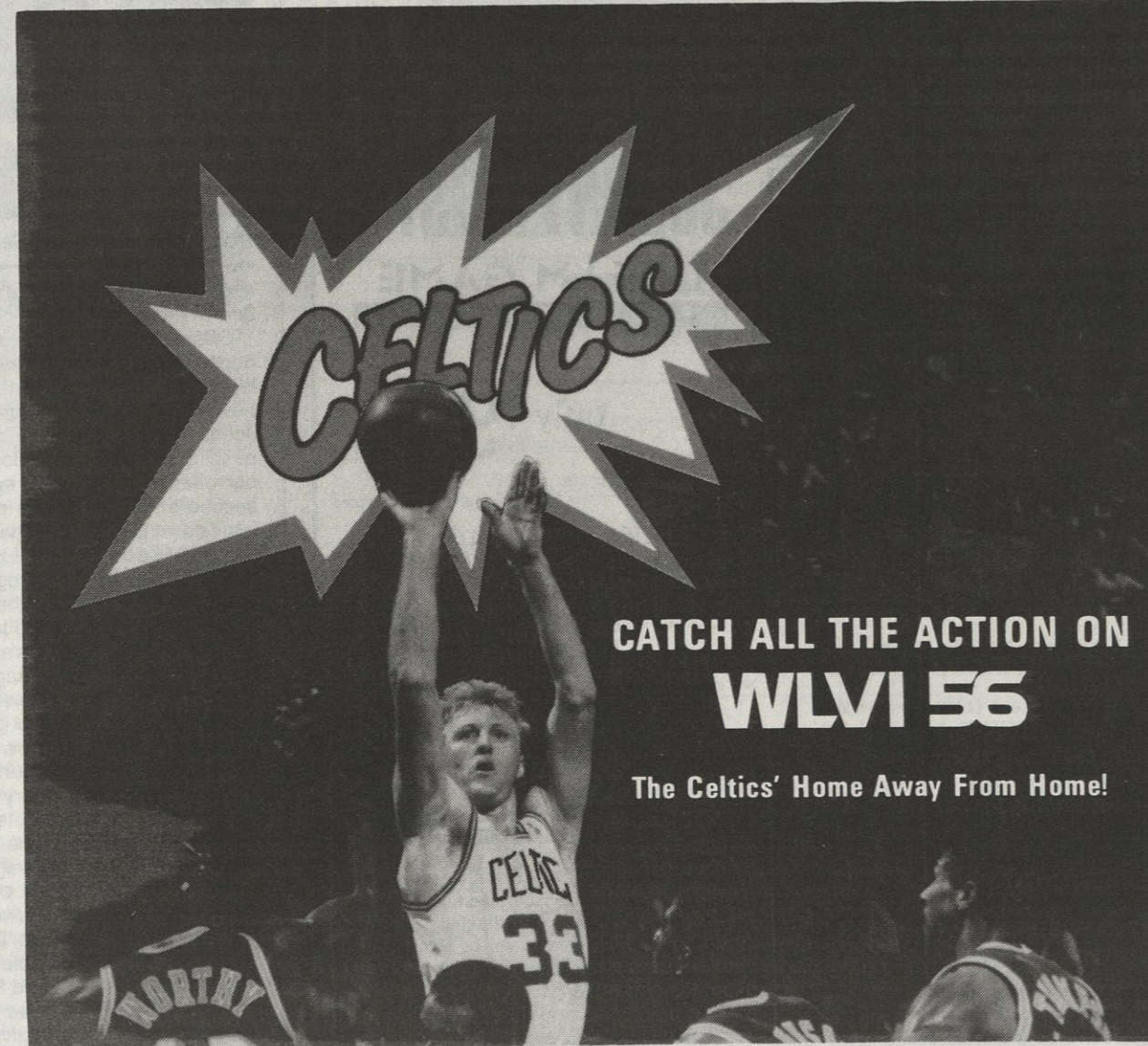
RED'S ANSWER: Sure. I played high school ball in New York City, I played Junior College ball and I played college

ball at George Washington University. I had a strong average of about 8.6 points a game. But we had a great schedule; we had a great ballclub. There was no pro ball at the time I graduated, but there was a little semi-pro, and I played some of that.

QUESTION: I understand that Larry Bird was drafted in his junior year at Indiana State, finished college, then joined the Celtics. Magic Johnson, on the other hand, was drafted as a junior and played the following NBA season. What are the NBA rules and guidelines regarding the drafting of college players who have not graduated?

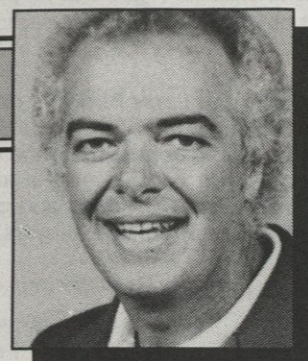
Joe Mockus, Rock Springs, Wyo.

RED'S ANSWER: That's a good question, especially since the league's rules regarding this sort of situation have changed since Larry and Magic entered the NBA. First of all, the primary issue is not whether the players have actually graduated, but whether their classes in general have graduated; in other words, a player can become eligible four years after he enters college. If a player has used up his four years of eligibility to play college basketball, he automatically qualifies for the NBA draft. If he has college eligibility left (if, for example, he has been redshirted for a season), he can renounce his remaining college eligibility and declare his intention to play in the league, but he must do so at least 45 days before the draft. When we drafted Larry, his college class was graduating, but he still had one year of eligibility left (since he had transferred from another school) and he had already announced that he intended to play his senior year. At that time, though, you could draft a player in that situation and then you had until the day of the next year's draft to sign him, allowing him to complete another season of ball; now, he has to renounce his final year of playing. Magic's case was different; he just decided not to play his senior year and announced as much. One more league rule is of interest here: if a player whose high school class has graduated renounces his college eligibility (again, at least 45 days before the draft), he too can enter the draft. Moses Malone is the most notable example of this.



CATCH ALL THE ACTION ON
WLVI 56

The Celtics' Home Away From Home!



COACH'S CORNER

By Jimmy Rodgers
First Half Report

As we headed into the All-Star break, and afterward a long month of February (paradoxically) on the road, it was time to take a quick retrospective glance at the season to this juncture. There have been some positive signs and I have to think that we're headed in the right direction. We have had some tough, tough losses and those are games that I would very much like to have in our victory column. However, one thing that coaches in the NBA are not—dreamers. You can't go back in time—and I believe that we have continued to work hard every day and maintained a professional attitude, even during the dark times.

Larry Bird's injury and enforced absence. I was asked last week by the media if Larry's return to the lineup would mean a dramatic difference to our team. I think there are two responses to that: First, I just hope that by the time Larry is back in the lineup, we are a better team than at present. So that when #33 is back, we will already be climbing, already be generating the momentum we need to get into the hunt for the the championship. Secondly,

of course Larry Bird will make a dramatic difference to our team! His statistics don't really need to be spelled out here; he's been First Team All-Pro since he stepped out onto the Boston Garden floor. He turned a team that had been 29-53 the year before into a champion in two years. Oh, Larry's not a one-man team but he definitely make a difference to our basketball team.

The "Go-To" Player. I think we have done a credible job this year in many, many areas. We have generated productive offense and sustained, intense defense. One of the most disappointing areas of our game this season has been our ineffectiveness down the stretch. We have succeeded in placing ourselves in position to win games but have failed to deliver the finishing blow. I cannot criticize our men because of a lack of effort but I haven't really come up with the answer here. We have tried a number of approaches—going to the same player in the end, such as Reggie Lewis. Or we have tried mixing things up and trying different players in different games. It's been a struggle and the close losses are demonstrative proof of that.

The Road, Too. I was asked also if I were satisfied with our first half—considering Bird's injury, considering the fact that we were implementing so many different things with the team, wasn't .500 through 46 games at least something of a moral victory? I can honestly say that I am not satisfied with the record. I think back to the difficulties on the road; at first I didn't think we were intense enough to meet the challenge any Celtic team faces on the road, regardless of personnel. Now, we just have to play better and take care of the

basketball more effectively.

One of the most difficult situations to accept during the first half of the season has been our failure to hold leads in some important games. We lost an 18-point lead against the Knicks, January 3rd; then we had control in the next game at home against Phoenix, leading 99-92 with less than 5:00 left. But we lost our focus and the game. Losses at Indiana and in the Garden last week against Seattle were similar. If we win these games and perhaps another game or two, we're six wins better and in the hunt for the best record in the league.

To repeat though, coaches don't dream

port. I think our halfcourt trapping defense has been good—it certainly was the vital cog in our fine play at home in December against Utah, the Lakers and the Knicks. Strategically, we've been able to control the tempo with it. And it's given other of our players such as Mark Ames and Ron Grandison a chance to contribute.

Prospects. Finally, some writers and media people have asked if personally I have changed. That is, has my anger at some of the guys been a reflection of some deep-seated changes in my personality. Well, I'm certainly not about to enter into that too deeply. My best way of answering that is that my own role has changed too; as an assistant, I didn't have to actively reproach guys for errors. As head coach, it's my responsibility to make certain that we're all playing within the system and that we're going with the scheme of the game.



Robert Parish: Super Season

and we don't go by "should've, could've, and would've."

Offense. To my mind, our pre-season hopes of instituting a running game have largely succeeded. Brian Shaw, Reggie Lewis and Danny Ainge and Dennis Johnson have all done a good job of pushing the ball up the floor and making our offense active very early in the 24-second time frame. The recurring problems down the stretch have been troublesome but I adamantly refuse to be negative: DJ, Kevin McHale, Reggie and Danny Ainge have all had some bright spots, too. I have tried to control the tempo more on the road as well in games against some of the better teams in the league. Again, we are breaking in some new players in this situation and sometimes it's best for everyone concerned to slow the pace and patiently examine halfcourt shot opportunities as well as secondary break options.

Defense. I think our defense has been very good because of the effort that has been there night-in and night-out as well as the outstanding pivot performance of Robert Parish. Robert's contributions have supported every position; Dennis, Danny and Brian have been able to gamble as they have in the past and Reggie's great hands (deflecting passes and blocking shots) have been effective because of Robert's intimidating presence and sup-

Obviously the trip in February will be a crucial one. We need to play together and maintain a poised approach throughout the West Coast roadswing. The importance of maintaining our mental approach is crucial at this point. We have to continue to play hard, even in an extended road situation where the trend is always against us.

It's almost a cliché by now, but something that's so often repeated has an important element of truth. The competition in this league is at it's height right now in the NBA. Teams throughout the league are athletic, young—and experienced. The level of play has increased dramatically in the past two years. Teams can put numbers on the board quickly. Teams trap defensively better than ever before (no longer is trapping a "gambling" or gimmick defense). I mourned the loss of the big leads above, but in this league's day and age, no lead actually is safe.

Prospects? We have to continue to turn in the 40+ minutes of real good play that we've put in consistently this season. Because I've seen a lot of moments that I've liked, including Shaw's rookie year, Reggie's emergence, Robert's super season, Dennis' and Kevin's fine second halves. But I've seen the inconsistency, too. That's why the professionalism must remain intact.

Current Affairs

NBA Today's Larry Burnett on
Season's Halfway Point

ESPN's Larry Burnett grew up in New Jersey as, believe it or not, a Knicks-Celtics fan. His allegiance to both teams remained intact through his college years at the University of Tulsa, as well as his early years in broadcasting at KXII TV in Sherman, Texas. Larry since has landed at ESPN, where he hosts The NBA Today. Geographically, is there a better place to land for a Celtics/Knicks fan than Bristol, Connecticut, a city virtually equidistant between the Hub and the Apple? Larry recently took some time between shows to share with our readers.

where neither Boston, nor the Lakers have an impact on the playoffs?

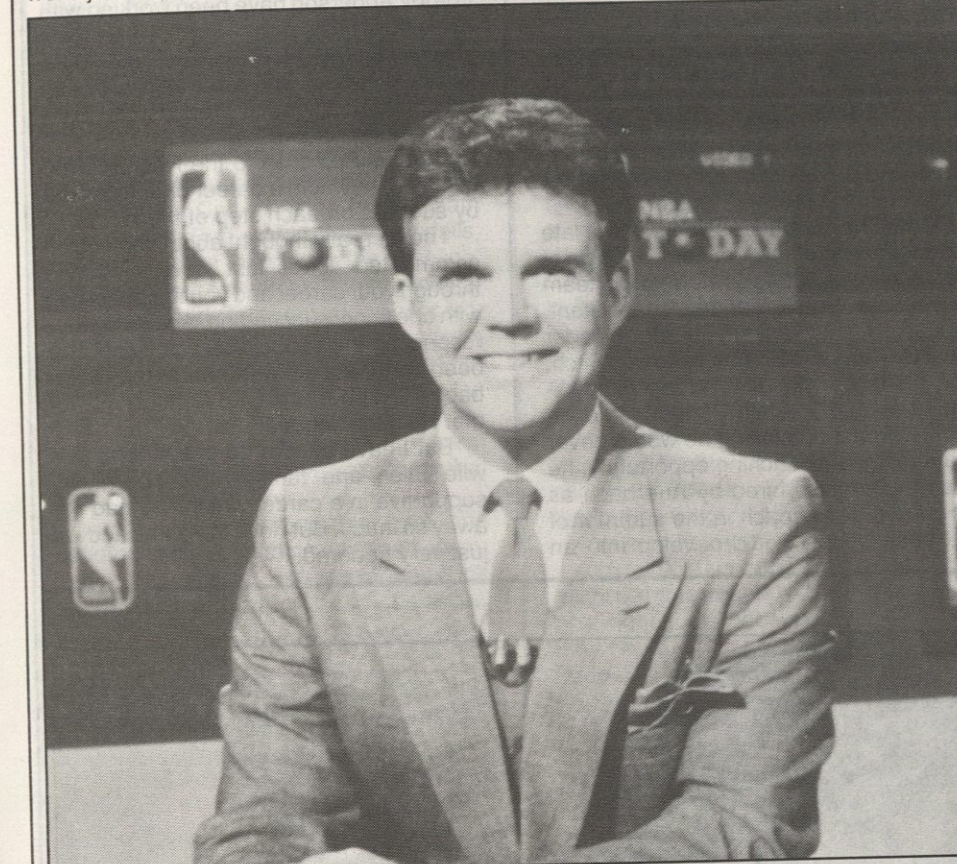
BURNETT: It's a strong possibility, although I wouldn't count the Lakers out of it yet.

CELTICS PRIDE: What are your thoughts on the Celtics this year?

BURNETT: I've been disappointed. I thought that they had a lot of good things coming back, but then Bird gets injured. I thought Jimmy would play a lot of his younger players, and would have the team run more...and they have, but they're missing an element...that four letter word called Bird. It's obvious that they're missing a lot. I think they've come to rely so much on Bird, that now, I don't know if it's a mental thing or what, but there are plenty of guys on that team that are capable of making things happen and hitting tough shots, but for some reason they don't

CELTICS PRIDE: Your thoughts on the Aguirre/Dantley trade?

BURNETT: Well, I think the Mavericks were just happy to get rid of him. I think



Larry Burnett: Currently Hosting NBA Today

they just wanted to get him out of town. It just seemed like no one was willing to give up equal value for him. I think that finally, the Pistons made one last call, and the Mavericks just said, "Let's go with it."

CELTICS PRIDE: What's the word out of Detroit, are they happy with the deal?

BURNETT: I think they are. They think that once they get him away from Dallas, that he'll just light up. He's a younger player, he can score, he can do a lot of things. Detroit's probably getting the better athlete, the question of course is his head, but then, there were questions about AD's head too. I think both players are good, that they both wanted to be the main attractions on their teams, the only difference is that in Detroit, Adrian Dantley accepted a reduced role, where in Dallas, Aguirre never did.

CELTICS PRIDE: Will this be the first year

seem to be doing it. Maybe they've become so used to Larry's presence, that now, the confidence just isn't there. They're not comfortable making the moves at the end of a game that they need to make. They seem to be tentative as to who should do what. Jimmy Rodgers must be going nuts, there's a lot of talent there, Parish is having a superb year, McHale's having a good year, they're getting the younger players into the game out of necessity, Lewis has played well, it just seems that their reliance on Bird has made them a hesitant team in the clutch.

CELTICS PRIDE: What do you see down the road for the Celtics?

BURNETT: I think they have a bright future, I think in the immediate future it all hinges on what happens with Larry. If he comes back, and he's close to what he used to be, they're definitely a playoff

...Continued on Page 12

TAKE PRIDE IN THE TRADITION!

THE BIRD ERA

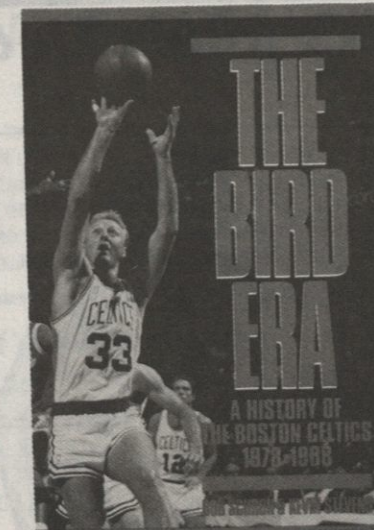
A History of the Boston Celtics
1978-1988

By Bob Schron and Kevin Stevens

A journey through that golden decade, through the highs and lows of the latest version of the Celtics dynasty.

More than a history, *The Bird Era* is a meditation on the nature of athletic greatness and the essence of team play, as exemplified by the finest dynasty in professional sports.

60 black-and-white photographs plus a 16-page color insert



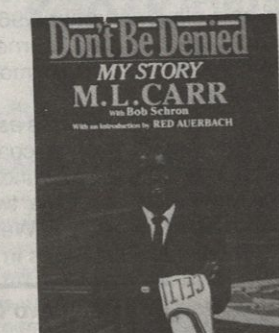
also available . . .

DON'T BE DENIED: MY STORY by M.L. Carr
with Bob Schron

A thorough look at professional basketball and M.L. Carr's career with the Celtics. Plus, an inside look at M.L.'s life — his personal and professional struggles and achievements. The story of a real winner!

REBOUND: An Autobiography of K.C. Jones and An Inside Look at the Champion Boston Celtics by K.C. Jones with Jack Warner

A fascinating retelling of some of sports' greatest moments by one of sports' classiest, most respected men.



ORDER NOW!

Buy 2 or more books and receive a 10% discount!

Qty.	Title	Price	Amount
	THE BIRD ERA	\$19.95	
	DON'T BE DENIED	\$16.95	
	REBOUND	\$16.95	
	Less 10% discount		
	\$1.95 for shipping and handling for the first book, 75¢ for each additional book.		
	MA residents add 5% sales tax		
	TOTAL		

Check enclosed _____ Name _____
AmEx _____ Visa _____ MC _____ Address _____
Signature _____ City _____ State _____ Zip _____
Acct. # _____ OR
Exp. Date _____ Call TOLL FREE 1-800-551-2500;
617-227-4870

Quinlan Press
131 Beverly Street
Boston, MA 02114



JOHNNY MOST'S
DREAM GAME
SPORTS CASSETTE

only \$9.95 each

MasterCard and VISA Accepted

To order, or for more
information, call
1-617-242-5522

"D.J. dribbles to the top of the key. He's fiddlin' and diddlin' to the outside!"

Time's running out. D.J. throws a wrap-around pass to YOU! Two seconds left. You shoot it. If it goes...the Celtics are the world champions and you are the hero!

The DREAM GAME is a five-minute "words eye view" audio cassette personally announced for you by Johnny Most and Glenn Ordway. You are playing for the Boston Celtics in the seventh game of the NBA world championship series against the Los Angeles Lakers.

Imagine a broadcast by Johnny Most and Glenn Ordway of the last five minutes of an NBA championship game between the

Celtics and the Lakers. Johnny and Glenn actually go into the studio and prepare a personalized audio cassette featuring you or your gift recipient as the *Star of the Game*.

The DREAM GAME makes a great gift for your husband, wife, daughter, son, boss or anyone you wish. It's perfect for any occasion (Christmas, Hanukkah, Birthdays, etc.).

Due to the time needed to create your tape plus radio and television commitments by Johnny and Glenn, only a limited number of DREAM GAME tapes will be recorded. Along with your *Limited Edition* tape you will receive an MVP certificate commemorating your participation in Johnny Most's DREAM GAME.

Honor of a Lifetime

K.C. Jones Elected to Hall of Fame

The Celtics Vice-President of Basketball Operations, K.C. Jones, was elected to the Naismith Hall of Fame, it was announced last week. Jones was elected along with Lenny Wilkens, presently the coach of the Cleveland Cavaliers.

"I was totally surprised," commented Jones last week from his home in Welleseley. "To me, the recognition of merely being nominated was something. I am completely honored and delighted."

K.C. learned of his nomination in something of an off-handed way. In his role in scouting and player development Jones had been in Miami to watch some prospects over a long weekend. He finally arrived home in Boston late Sunday afternoon, February 5th, a few hours before the Celtics were about to take on the Seattle SuperSonics. The Sonics are coached by Jones's former assistant, Bernie Bickerstaff; Jones and Bickerstaff were to meet after the game for dinner.

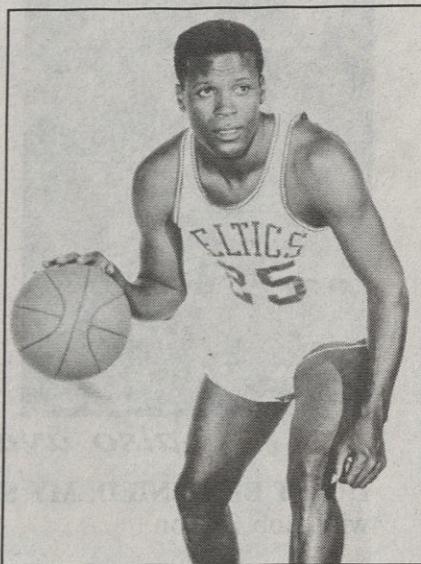
Before the game, Jones was in the Celtics' executive front office having dinner with Celtic owner Alan Cohen and President of the team, Red Auerbach. Cohen extended his hand and congratulated Jones, who accepted the handshake gladly. However, K.C. hadn't yet been told about the nomination (He had been in flight from Miami). After a few minutes pause, K.C. then turned to Cohen and wondered aloud what Cohen had congratulated him for. It was then that K.C. learned of his election.

Jones joins several other Celtics in the Hall. Also in the Hall of Fame are Auerbach, Bob Cousy, Bill Russell, Bill Sharman, Frank Ramsey, Tom Heinsohn, John Havlicek, Walter Brown, Sam Jones, Chuck Cooper, Ed Macauley, and Pete Maravich. He will be inducted in the Hall of Fame in May.

"You go through your career and you're concerned with one thing: succeeding. And doing it by respecting the people you work with. I've been fortunate to work with Red Auerbach. He's always played a critical role for me. He's the 'legend.'"

...K.C. Jones

The election marks a crowning achievement in a career replete with championships, individual accomplishments and upward progress. Jones played with Russell on the two-time NCAA champion, the University of San Francisco in 1955-56. The Dons in those years were of course led by Russell, but to most observers, Jones was the critical ingredient, needed to stabilize all of the players around him. He did this, despite some limited statistics; when Jones came out of college, he received a strong recommendation from Russell to Red Auerbach, who



K.C. in his Playing Days

agreed that K.C. was a winning player and signed him to a Celtic contract in time for the 1958-59 season. Jones played limited time behind Cousy through 1963 but after the brilliant Celtics' point guard retired in 1963, Jones stepped into Cousy's spot and directed the team flawlessly as the team's starting playmaker. Behind Jones, the team won titles in 1964, 1965 and 1966. Jones retired as a player after the 1966-67 season and began a long journey toward stardom, again, this time in a more difficult arena: Coaching.

After working several years as an assistant in the league, he first coached the Washington Bullets in 1973 and formed a near champion, utilizing the twin inside post play of Elvin Hayes and Wes Unseld. The team went to The Finals in 1975 but



K.C.: Much to be Thankful For.

were defeated by the Golden State Warriors in an upset. Jones coached his final season in Washington in 1976 after his inconsistent team was defeated by the Cleveland Cavaliers in a semifinal series. This set up his return to Boston.

During the tumultuous years of the late seventies, one of the luminous aspects of the period was Jones's return to the team in 1978 as Satch Sanders's assistant. Jones remained as an assistant under Dave Cowens and Bill Fitch and with Fitch, won his tenth NBA title. When Fitch resigned in 1983, again Jones would be totally surprised; thinking he would never again receive a coaching opportunity, he was nevertheless hired by Auerbach as the team's head coach in the summer of that year. Jones would develop into an

outstanding bench coach then, according to Auerbach. "K.C. had great control as a coach. He had a tremendous feel for the game—a great sense of pace."

Jones won two NBA championships as head coach of the Celtics. He drew out the best play of Dennis Johnson's career and under Jones, Larry Bird became the best forward in the history of basketball. Under Jones, Bill Walton had a great courageous comeback year in 1986 and also with the guidance of K.C. supplemental talents such as Kevin McHale and Danny Ainge became authentic stars. Robert Parish, though never really recognized enough, thrived with Jones's leadership.

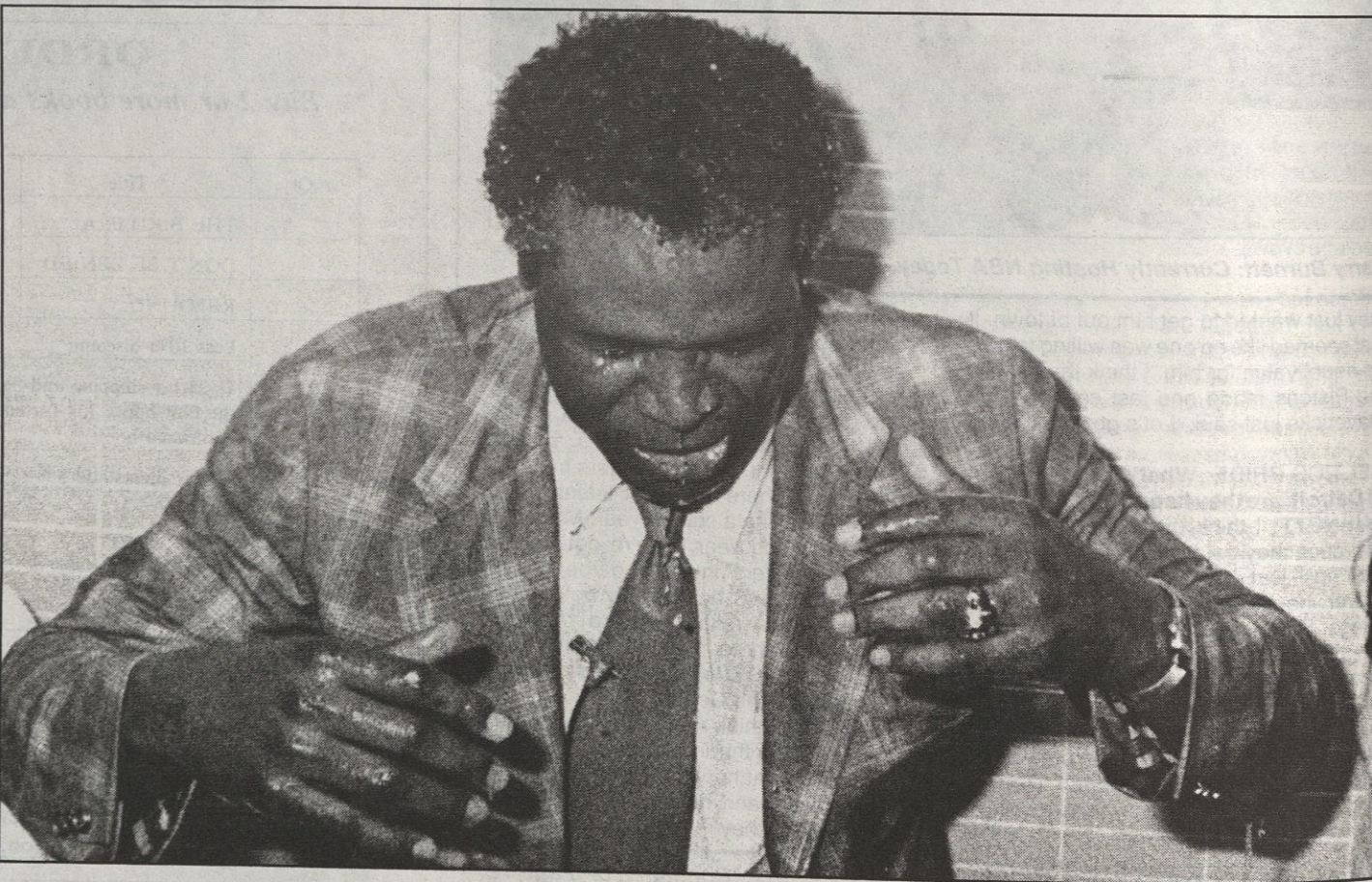
Last spring, Jones moved into the Celtics' front office, turning over the coaching reigns to his longtime assistant, Jimmy Rodgers. Jones, Auerbach, Executive Vice-President Jan Volk and Head Scout Fordy Anderson have been working with Rodgers in this season's draft. Jones joins Wayne Embry of Cleveland and Elgin Baylor of the Clippers as blacks in key executive positions in the National Basketball Association.

Thus, the election to the Hall of Fame serves to highlight a career characterized by success on each step of the ladder.

"I never really thought about 'making it,' commented Jones last week. "You go through your career and you're concerned with one thing: succeeding. And doing it by respecting the people you work with. I've been fortunate to work with Red Auerbach. He's always played a critical role for me. He's the 'legend.'"

"But I have a lot to be thankful for. My wife Ellen and family have been very supportive in a career which has had me away so much. But I love the game and I'm just very honored."

K.C. Coached Celtics to two Championships



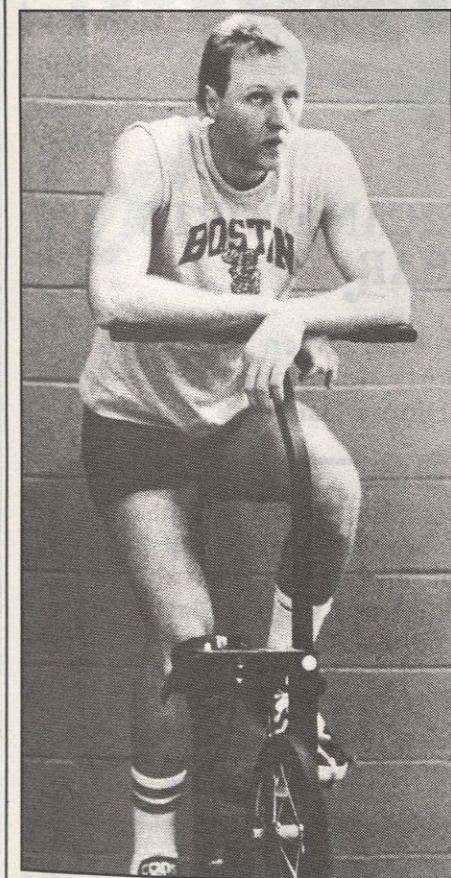
By Bob Schron

The rehabilitation continues for Larry Bird. Operated on for removal of potentially career-threatening bone spurs adjacent to both Achilles tendons on November 20th, Bird has been involved in a private endless home game this season. While his teammates have struggled through some trying defeats (uncharacteristically) at the Boston Garden this season, Bird has watched, seated at the end of the bench, dressed in a handsome variety of pullover, heavy winter sweaters and (usually) dark slacks. He hasn't been on the parquet but rather on the IR. And as the team has been forced to endure a disastrous siege on the road this season, Bird has been relegated to remaining behind in Boston, working daily in rehab.

On a recent weekday while the team practiced at Hellenic College, Bird, who has participated in some workouts with his peers but for the majority of the time has not, worked out alone. First there was a series of shooting drills from the floor and then a session of therapy with Ed Lacerte, trainer of the Celtics. Then as the team scrimmaged, Bird worked on agility drills, sliding back and forth along the baseline. This took approximately fifteen minutes. This day, in early February, upon concluding the lateral work, he finished up by running twenty laps, back and forth, the length of the gym at Hellenic. During the initial trials of the latter exercise he appeared to be favoring the right foot, in pain. Yet as he continued, it was apparent that this was only stiffness.

Much later, departing the gym and heading to his swimming session accompanied by Lacerte, Bird joked about the

Larry Bird's looking to early March



Injury Update

Larry Bird Unlikely to Make West Coast Trip

length of time it's taken for him to return to the basketball wars. Advised that he looked as if he was running fairly comfortably, Bird joked, "It's about time, isn't it? I mean, I've been out long enough, haven't I?" This is the type of humorous message Larry Bird delivers to teammates who have been injured in the past; it's a subtle form of humor designed to both soothe the injured as well as to hurry him back into the fray. Now he was applying it to himself.

Earlier, he met with the media and gave an update on his condition. Bird will not participate in the National Basketball Association's three-point field goal contest this season and this in itself isn't surprising. However, this decision makes it unlikely that he will play on the team's extended road trip in February.

"I just didn't think it would be fair to the Celtics management, players or fans. It doesn't look I'll be able to go to the West Coast and practice with the team. If I were to go ahead and at least be able to do that, then I would have felt somewhat comfort-

able about participating in the 'shootout'. But it's looking doubtful—I might—but since I'm uncertain, I didn't want to make a commitment to the NBA."

Bird however continued to be encouraged by the progress he's made thus far in his rehabilitation. A report had filtered out of the Celtics' camp that his right foot had caused him increased trouble, but Bird shrugged these hypothetical harbingers off.

"I'm not bothered too much by it. We knew there might be more trouble with (the right foot) because they had to cut a little bit deeper in that one. But it's feeling all right."

"It's a long process and there will be times when the pain is greater than at other times. That's why I haven't talked too much about it on a day-to-day basis. There's no use giving press conferences when there are the slightest fluctuations. Just say I'm encouraged and am looking forward to getting back out there."

"But more and more it's looking like March 1st is the approximate date I'll be returning (which would be when the Celtics return from their West Coast trip). I'm running better—but at this point in time, I just don't think it wise to push it past that original target date although that might change."

The team's inability to deliver down the stretch of important games has been costly this season and Bird was asked if this was particularly frustrat-

ing to watch from the bench.

"It's not earth-shattering. It's basic basketball. For some reason, we haven't had the ability to make the right play down the stretch. I still think we have the best inside attack, with both Kevin McHale and Robert

"I'm working hard to get back this season...I'm working to get back; if I'm able to play, I want to."

...Larry Bird

Parish playing so well. It's a matter of just trying to free those guys on a consistent basis. But sometimes those passing angles are cut off. It's just not that easy."

Bird was then asked by WBZ-TV's Bob Lobel if he had considered just taking the remainder of the year off. To rest the heels

for that entire time and go back to the Game next season, sure that the legs were healed properly.

"No," he stated. "I'm working hard to get back this season. I don't think it's fair to anyone directly concerned with what we're trying to accomplish with the Celtics to approach it any differently. I'm working to get back; if I'm able to play, I want to (play)."

"But I'm being realistic, too. People who know me understand my intention. But I won't jeopardize my career by being hasty. I'll be back when it feels right."

With that, Bird left the gym and headed back into the lockerroom, cutting a path between Coach Jimmy Rodgers and a friend, who were talking in the hallway.

With sweat dripping from his brow, Bird said to Rodgers, "I think you should play me tomorrow, Coach!" and he disappeared behind the closed doors of the dressing room.

"Nothing could sound better to me," answered the coach to the player. Nothing would be better for Boston either.

Announcing... The 3rd Annual KODAK/CELTICS PRIDE PHOTO CONTEST

Here is How You Can Win a Chance to Cruise With the Celtics Plus

Win a Chance to Photograph a Celtics Game from Courtside

All you have to do is send us your best sports-oriented photograph and you could be a winner. Each entry will automatically be entered into a sweepstakes to win a luxury cruise with the Boston Celtics during the summer of 1989. Plus, five lucky winners will receive a courtside pass to photograph a Celtics game at Boston Garden.

In addition, the following prizes will be awarded to first place finishers:

- a new Kodak K-12 35mm camera
- a 20" x 30" color photo enlargement of your favorite Celtic.
- a complimentary one year subscription to CELTICS PRIDE.
- the 1987-88 Boston Celtics highlight videotape.
- Kodak film.

Second and third place finishers will receive:

- a 20" x 30" color photo enlargement of your favorite Celtic.
- a complimentary one year subscription to CELTICS PRIDE.
- the Boston Celtics 1987-88 highlight videotape.
- Kodak film.

One lucky sweepstakes winner will have his/her name randomly drawn from all entries and will receive a one week luxury cruise with the Boston Celtics.

Entry Rules

1. The contest is open to amateur photographers only.
2. Black-and-white and color photographs are eligible.
3. Prints and slides will be accepted.
4. Photographs must have a sports-oriented theme. They do not necessarily have to be basketball related.
5. Entries should be accompanied by one 3 x 5 index card on which the following information should be legibly written:
 - a) Name
 - b) Address
 - c) Home phone number
 - d) Day phone number
6. The same information should be clearly written on the back of each print and/or accompanied with each slide.
7. Mail or hand deliver your entries to:

KODAK/CELTICS PRIDE PHOTO CONTEST
c/o The Boston Celtics
150 Causeway Street
Boston, MA 02114

8. Entries will not be accepted after March 15, 1989.
9. Pictures will be available for pick-up at the above address until April 1, 1989. ALL UNCLAIMED ENTRIES WILL NOT BE RETAINED.
10. A total of 5 first place, 5 second place, and 5 third place finishers will be selected. One set of winners will be selected each month beginning November 1, 1988.
11. Winners will be announced each month in CELTICS PRIDE and will be notified as to how to claim their prizes.
12. Sweepstakes drawing will be held April 1, 1989. Sweepstakes winner will be contacted and notified as to cruise details.
13. Employees and families of Eastman Kodak and CELTICS PRIDE are ineligible.
14. Kodak and CELTICS PRIDE are not responsible for transportation to or from games which monthly contest winners will be photographing.



COURTSIDE VIEW

By Eddie Gillyooly
Team Cohesion

Can one player make that much difference in the NBA? Boston Celtics fans have found the answer this season with Larry Bird on the sidelines just as they learned in 1969-70 season when Bill Russell retired after 13 seasons and 11 championships. Even with Russell gone, the Celtics felt they would be very competitive in the beginning season of a new era because they would be very competitive in the beginning season of a new era because they had John Havlicek in his prime along with Don Nelson, Bailey Howell, Larry Siegfried, Satch Sanders, Don Chaney and Emmett Bryant. A star studded cast to be sure. They had defeated the Los Angeles Lakers for the

one expected the title but at least a couple of playoff rounds.

Tom Heinsohn was a rookie coach that season and tried every combination to bring some spark to the team but they lost close games they normally won and were routed on many occasions. At mid season, it was hoped things would turnaround for the stretch run but the situation remained the same throughout.

As it turned out it was a blessing in disguise. They finished with the fourth worst record in the league and for the first time in years were able to come up with a high draft choice—Dave Cowens, out of Florida State.

The addition of Cowens brought the team together and although they didn't make the playoffs in his rookie season, the Celtics improved their record by 10 games and they were back as competitors.

In his second season with the Celtics, Cowens sparked the team to 56 victories and a division title. They were eliminated from the playoffs by the New York Knicks in the Conference title matchup.

But Cowens brought stability to the franchise and five consecutive division titles and two NBA championships. One player—Cowens—made the difference

Auerbach acquired the services of Sidney Wicks from Portland and Curtis Rowe from Detroit. They had been teammates at UCLA and Wicks had earned the reputation as the greatest college player of his time.

But the chemistry wasn't there with Wicks and Rowe and the Celts skidded badly over the next two seasons, the worst being in 1978-79 when they fell to 29-53.

However, due to the slump, they were in position for another high draft choice and came away with Bird, a player, as we all know, who lifted the Celtics among the elite in the NBA.

While we sit and try to analyze the way the Celtics have struggled this season without Bird, we just have to look back at the difference in the teams without Russell, Cowens and Silas and realize the importance one player can make to a team's success.

We must remember too, the impact Bird had on the Celtics in his rookie season. It was the biggest one-year turnaround in the game's history from 29 wins to 61 wins. In addition to Bird, the only new players were M.L. Carr and rookie Gerry Henderson.

So, it's all not that unbelievable that the Celtics, even though they have a formidable lineup with the likes of Robert Parish, Kevin McHale, Dennis Johnson, and Danny Ainge, as well as two exciting youngsters in Reggie Lewis and Brian Shaw, have not played up to par.

When you rely on a player for so many years—especially players like Russell, Cowens, Silas and Bird—it's not easy to overcome the loss.

And this team has relied heavily on Bird for his inside and outside shooting as well as his magical passes. No matter what anyone else does in his spot, it doesn't have the same effect. And, history tells us also that when Bird shoots well in the playoffs the Celtics win championships. When he's off target, the trophy is displayed elsewhere.

Parish, McHale, Johnson and Ainge have worked hard this season but the cohesion is missing.

For Good Fellowship and Cheer



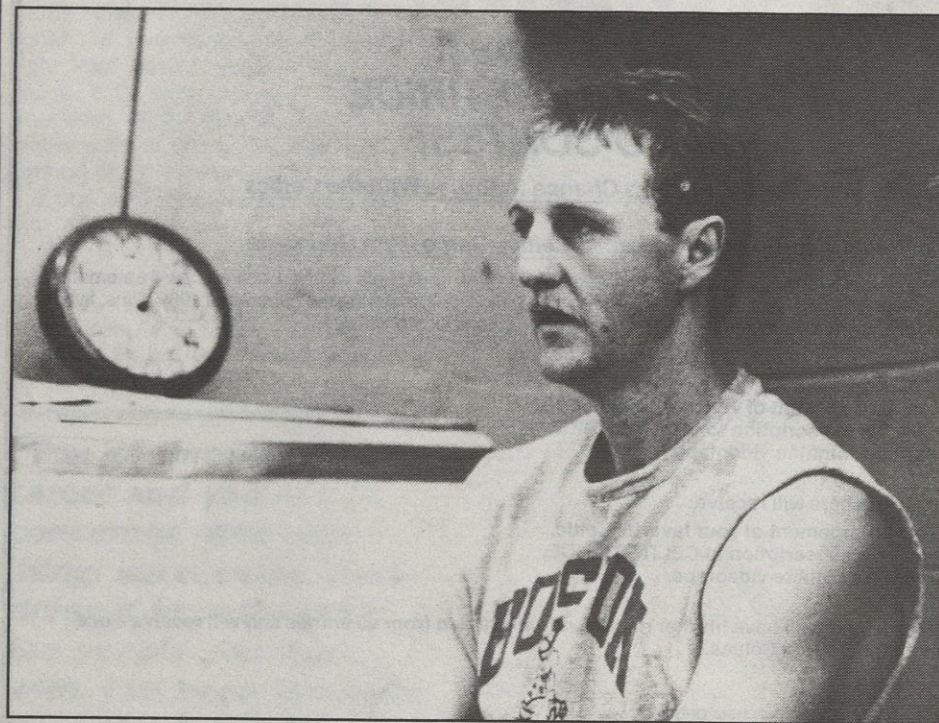
Champions
AMERICAN SPORTS BAR

- Great food and drink • Wide Screen TV's
- D.J. and Dancing • Sports Memorabilia
- Serving Lunch & Dinner Daily

Champions is the perfect place for the pre-game warm up or the post-game celebration. And for out of town guests, be sure to ask about our Super Saver Weekend rates at the Boston Marriott Copley Place. Call today at (617) 236-5800.

Champions American Sports Bar
Located on the Ground Floor Level of the Boston Marriott Copley Place
110 Huntington Avenue, Boston, MA 02116 (617) 262-5776

GOOD FOOD, GOOD TIMES, GOOD SPORTS



Larry Bird: Absence Effects Chemistry

title the previous year even though they had finished fourth in the division standings. There was plenty of optimism.

But it never materialized. The Celtics didn't have their go-to guy—Russell—to come up with the key play at the right time. Hank Finkel was thrust into the center position and even though he gave 110% every game, he couldn't fill the void.

Havlicek had a spectacular season averaging 24 points a game. Nelson, Siegfried, Howell, rookie Jo Jo White and Sanders all finished the season with double-digit scoring marks but the Celtics had a miserable year, concluding the campaign with a 34-38 record.

It was the first time they were not in the playoffs during the Red Auerbach era. It was disappointing, especially the fact there weren't any post season games which had become a tradition for the team. No

just as Russell did in his 13 seasons.

Probably the most disappointing team during the 1970's was the 1976-77 club and that too was the case of one player making the difference.

The Celtics had won the title beating Phoenix the previous season and it looked like they had the horses to maintain their dominance but instead they finished second (44-38) in the division and were eliminated in the first round of the playoffs by Philadelphia.

Missing from that club was Paul Silas who escaped from his contract to sign with Denver after the championship season. Everyone was aware of Silas' contributions to the team's success but it didn't seem like it would be the end of the world because of his defection.

Shortly after Silas departure there was much excitement in the Celtics camp when

BOBBREST AUTOWORLD

To Bob - Good luck - New Celtics

YOU CAN'T MISS!

When you're shooting for the best deal, you can't miss with Bob Brest.

BOB BREST AUTOWORLD

Chevrolet
598-5510

Buick • Nissan
Used cars • Leasing
599-1200

Hyundai
593-1313

Route 1A, Lynnway, Lynn



Burnett Interview

(Continued from Page 7)

team. If his skills are parallel to those in season's past, then they're a definite threat in the playoffs, if for no other reason than him being back and joining players who've had more experience than last year at this time.

CELTICS PRIDE: What in your mind has been your best show to date?

BURNETT: Well, it's sort of hard to pin down, but one of the players I've been impressed with is Karl Malone, we did a satellite hook-up with him in December, and besides being a super talent, he's also just a heckuva nice guy. He's very open, and he's a good interview, fun to talk to and left me very impressed with his personality. This year has seen us take the show on location a little more this year which has been fun, so we've picked it up a notch this year and it seems to have more direction.

CELTICS PRIDE: Is it time to become believers in the Knicks and Cavaliers?

BURNETT: I think you better. Both teams not only have good players and good records, but they also have strong organizations. With Cleveland, it's Wayne Embry, then Lenny Wilkins, then it's what they do with the talent on the floor. With New York, it's Al Bianchi, Rick Pitino, then the talent on the floor. They seem to be able to get players through the draft, or trade for players successfully. They really parallel each other pretty closely. Last year, Cleveland picks up Nance, which helped them immensely, this year the Knicks get Oakley. Cleveland's got Mark Price, a guy no one expected to do this well, the Knicks have

Mark Jackson, who 18 other teams passed on in the draft. In the middle, you have Ewing and Daugherty, centers very different in style, but similar in their efforts for their team. I'm really impressed with both those teams. If everybody stays healthy, they could really give it a run.

CELTICS PRIDE: Has there ever been more of a marriage made in heaven than that of Rick Pitino and this Knicks club?

BURNETT: Rick really brought a college philosophy to pro ball. A lot of other coaches have tried this before, but it hasn't worked. His players at the Knicks seem to really be responding to this philosophy though. But remember, he isn't the first guy to try a pressure defense in the NBA. You go back to the '69 Knicks, which won the championship, and their coach, Red Holzman designed a great defense for his club, a pressure defense. That team used to pressure you all over the floor. Rick's truly done a great job, but he's had the people to do it with. Not every team can respond to Rick's way of coaching. You've got to have the bodies to do it with.

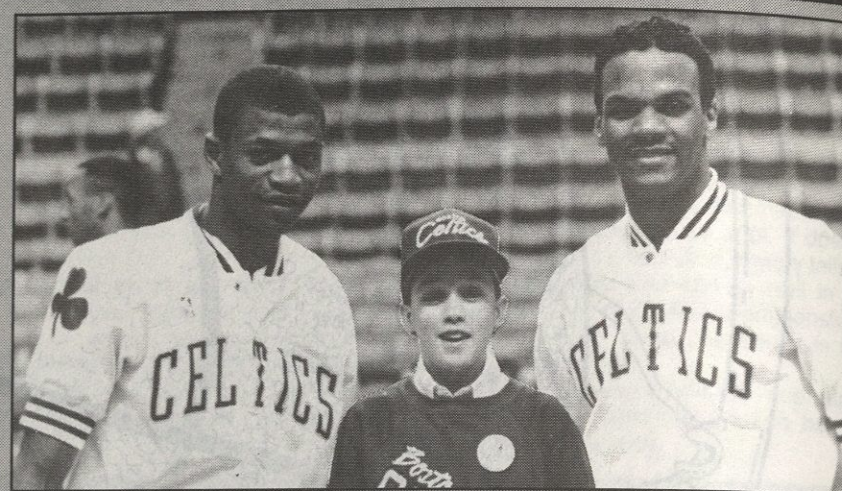
CELTICS PRIDE: Do you see any surprises so far this year?

BURNETT: I think Milwaukee is a surprise this year, I kind of think they're the NBA's forgotten team. They had some great teams in the past, but there's nobody on this team that sticks out like a Magic, or a Bird, or Jordan. It's kind of like there's Showtime, and glitter and glamor on this side...and then there's Milwaukee on that side. They're a team of hard-hat guys with lunch buckets. Yet they go out and do the job night after night. Nothing flashy, they just get the job done. Del Harris has done a terrific job getting them going in the right direction. He deserves some coach of the year votes. Another surprise team in my

mind is Phoenix. They're amazing. With all they've been through, a new coach and different players, and with Majerle getting sick, and already they've won more games than last year. The pick-up of Chambers has been important, but then Kevin Johnson comes through. When you think of it, they've accomplished this without a

legitimate NBA center. To his credit, Chambers is playing the post. Which is something he didn't want to do, but he's doing the job. That's a surprise team. A team surprising in the direction is Dallas, who was one game away from the Finals last year, and are picking up the pieces at the All-Star break this year.

Celtics Host "Make-A-Wish" Child



Reggie, Scott and Ron

On January 22, the Boston Celtics played host to the Detroit Pistons, a game seen around the country on national television. That day the Celtics also played host to a very special young man, Scott Guilbeault of Saco, ME.

Scott is a terminally ill child whose one wish was to see the Celtics play in Boston Garden. Through the efforts of the "Make-A-Wish" Foundation, Scott's wish was fulfilled.

After being presented with an autographed basketball and a Larry Bird jersey, Scott visited the Celtics locker-room and the parquet floor where he had the opportunity to meet several players including Reggie Lewis and Ron Grandison with whom he is pictured above.

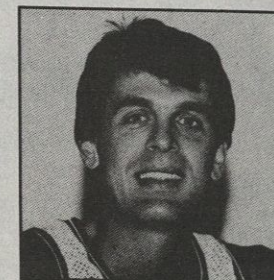
CELTICS PERSPECTIVE

What Needs to be Done to Win Road Games?

It's that time of the season. Every February, the Ice Show plays the Boston Garden and the Celtics vacate their home arena for their annual trip to the West Coast. This is not an easy trip this season for the level of difficulty is increased that much more. The team is without Larry Bird for starters.

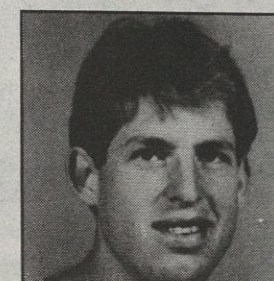
With the problems the Celtics have had on the road this season, the Celtics Perspective attempted to target the problems and predictions of the players for the road West. How did the players think the trip would go?

Kevin McHale. I think we need to play as hard and as smart as we have at the Boston Garden. In a way, it's as simple as that. We've had great success at home over the past two months—in my view, for a team that's rebuilding, defeating the Lakers, Utah, New York and Detroit is playing well—because we've hustled, played with a goal in mind, and went out and performed for 48 minutes. Intensity is what is needed and I think we're still up to doing it.



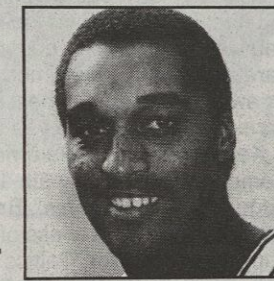
Kevin McHale

Brad Lohaus. The trip is going to be a long one—there's no doubt about that. What is in doubt, unfortunately, is how well we'll do out there, because of the way we've played this season on the road. I think we have the potential to be a very, very good team. I think we have a great group of veterans as well as an enthusiastic group coming off of the bench. If we're able to get everybody playing well, then we'll be able to win some, even if we're presently in the role of underdog.



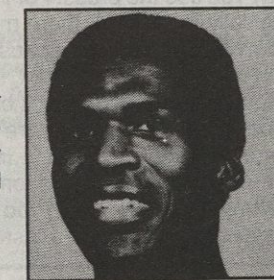
Brad Lohaus

Dennis Johnson. It'll be a rough, rough trip. I think our success depends on a couple of things. First, we have to fight the losing streak we've had on the road up to this point in the season. We have to put that behind us, and start the season all over again on the road. Being in control of our success on the floor is the second point. If we are able to have the patience to execute our halfcourt game down the stretch of tight games, we'll do all right, because I still feel we're a very talented team.



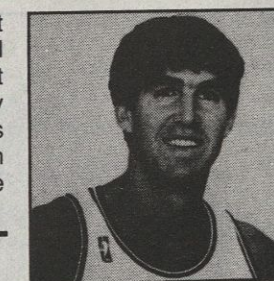
Dennis Johnson

Robert Parish. I always look forward to the trip West because I still have a lot of friends on the West Coast, from the years I played at Golden State. However, there's a real double-edged sword to the trip. I enjoy the road swing because I prefer the warm weather, but the real challenge, in my view, is the continuous travel. You're constantly traveling from city to city and pretty soon you're very tired of airports, buses and wakeup calls.



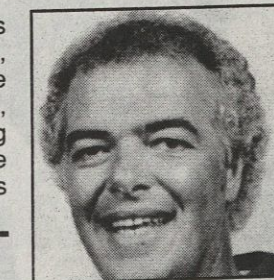
Robert Parish

Mark Acres. The trip will be challenging, there's no doubt about that. Last year, I thought we handled it real well, and that's the only experience I have to base my view on. What was important, in my opinion, was our team's ability to stay loose even though the games were tough and the arenas were always pulling against your team. If we're able to win some early on the trip and stay with it, we might surprise some people.

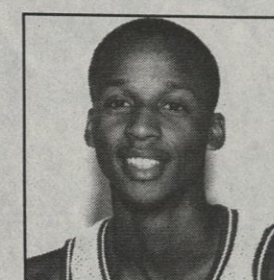


Mark Acres

Jimmy Rodgers. Obviously, there's no fooling anyone. This is going to be a tough, tough trip—the dog days of the season, someone said. I think we just have to go out and try to have some fun out there. Play smart, play a notch above ourselves, and try to match the intensity of the teams we'll be playing against. It's not going to be easy; teams sense they have the Celtics down and teams are always trying to take big wins against the Celtics in front of their home fans.

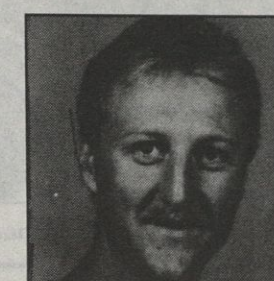


Jimmy Rodgers



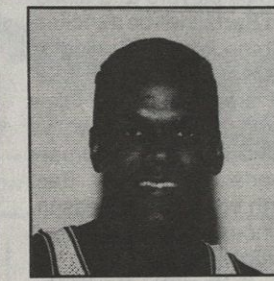
Brian Shaw

Brian Shaw. I think we'll do all right. The key for our team will be to go at people aggressively. I think we have to run as much as possible because I think that it helps our team get into its rhythm. Everything seems to break right when we're running—we get easy baskets; we seem to play better defense; we even seem to get better breaks on the (referees') calls.



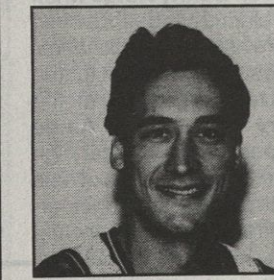
Larry Bird

Larry Bird. Although I won't be making the trip, I do think that the team needs to avoid any down periods mentally to have a decent shot at winning some games. I've said all along that the team needs to keep their heads up and battle to stay in it, because I think when all is said and done, we will be a great basketball team. The real test—and it's something I hope we don't have to face—is if we lose several games in a row. That's the type of thing we have to try and avoid. I think we just have to go out and play up to our capabilities on the road. If we're able to play as well as we can, then we'll have a decent chance of having a good trip.



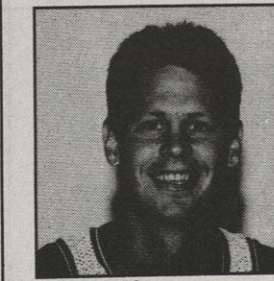
Ron Grandison

Ron Grandison. I'm hoping that we get off to a good start for one thing. If we're able to win a few games early on the trip, then we'll have some momentum that might carry over. I think our team plays with a great deal of intensity—and I also think we play excellent defense. Those type of qualities will definitely be factors out West. Personally, I'm looking forward to the West Coast, because I still have family out in the L.A. area. It'll be nice to be out there and play in front of them for the first time.



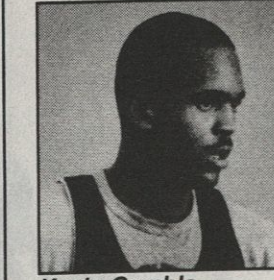
Jim Paxson

Jim Paxson. The best attribute about our team, as I've said before, is the fact we've stayed together and been able to play pretty much to our top level consistently. In my opinion, we'll need to keep our concentration level at its best during the trip, that is, keep our performance consistently high in every game. It's a strange sport, however. Sometime a team can play its best when it's on the road for an extended period of time. You're on the road and you're able to think about the game and the team, without some of the other distractions you might have at home.



Danny Ainge

Danny Ainge. I think it's a very challenging time for our team, but really, the whole season has been challenging. We just have to go out there and play our best, put ourselves in a position to win, and then play well down the stretch. It'll be hard; we've struggled this season and teams are always up for the Celtics. But the spirit of the team remains very good and I have to think we'll come out of it OK.



Kevin Gamble

Kevin Gamble. It will be a hard trip—not because of the fact that we're on the road, but because the teams are all so good. Our team has played better and better all year long and that's a reason for feeling optimistic.

BAY STATE
CELLULAR TELEPHONE CO.
(617) 938-8177

FREE CAR PHONE

FOR 3 MONTHS

THEN ONLY \$19.95 PER MONTH RENTAL

CAR PHONES FOR RENT

- WE ARE THE LARGEST CELLULAR AGENT IN THE NORTHEAST
- NO INSTALLATION FEE
- REFUNDABLE SECURITY DEPOSIT REQUIRED
- MONTH TO MONTH RENTAL PROGRAM
- NO OBLIGATION TO KEEP PHONE AFTER 3 MONTH FREE TRIAL PERIOD

Authorized CELLULAR Supplier for **BOSTON CELTICS PRIDE**

BAY STATE
CELLULAR TELEPHONE CO.
(617) 938-8177

Authorized Agent for
NYNEX
Mobile Communications

BAY STATE
CELLULAR TELEPHONE CO.
(617) 938-8177



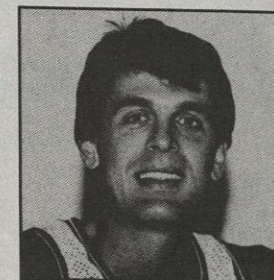
CELTICS PERSPECTIVE

What Needs to be Done to Win Road Games?

It's that time of the season. Every February, the Ice Show plays the Boston Garden and the Celtics vacate their home arena for their annual trip to the West Coast. This is not an easy trip this season for the level of difficulty is increased that much more. The team is without Larry Bird for starters.

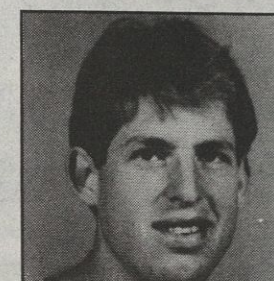
With the problems the Celtics have had on the road this season, the Celtics Perspective attempted to target the problems and predictions of the players for the road West. How did the players think the trip would go?

Kevin McHale. I think we need to play as hard and as smart as we have at the Boston Garden. In a way, it's as simple as that. We've had great success at home over the past two months—in my view, for a team that's rebuilding, defeating the Lakers, Utah, New York and Detroit is playing well—because we've hustled, played with a goal in mind, and went out and performed for 48 minutes. Intensity is what is needed and I think we're still up to doing it.



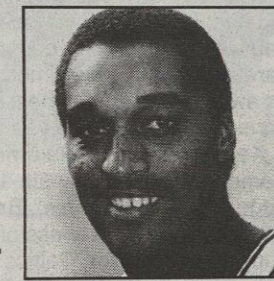
Kevin McHale

Brad Lohaus. The trip is going to be a long one—there's no doubt about that. What is in doubt, unfortunately, is how well we'll do out there, because of the way we've played this season on the road. I think we have the potential to be a very, very good team. I think we have a great group of veterans as well as an enthusiastic group coming off of the bench. If we're able to get everybody playing well, then we'll be able to win some, even if we're presently in the role of underdog.



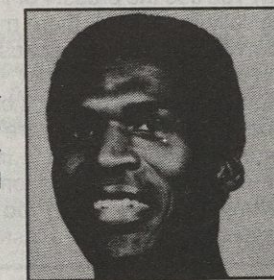
Brad Lohaus

Dennis Johnson. It'll be a rough, rough trip. I think our success depends on a couple of things. First, we have to fight the losing streak we've had on the road up to this point in the season. We have to put that behind us, and start the season all over again on the road. Being in control of our success on the floor is the second point. If we are able to have the patience to execute our halfcourt game down the stretch of tight games, we'll do all right, because I still feel we're a very talented team.



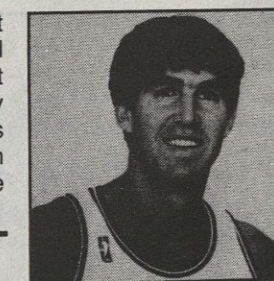
Dennis Johnson

Robert Parish. I always look forward to the trip West because I still have a lot of friends on the West Coast, from the years I played at Golden State. However, there's a real double-edged sword to the trip. I enjoy the road swing because I prefer the warm weather, but the real challenge, in my view, is the continuous travel. You're constantly traveling from city to city and pretty soon you're very tired of airports, buses and wakeup calls.



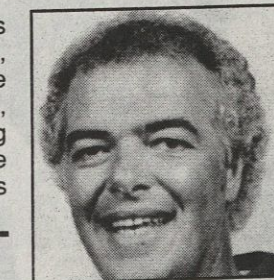
Robert Parish

Mark Acres. The trip will be challenging, there's no doubt about that. Last year, I thought we handled it real well, and that's the only experience I have to base my view on. What was important, in my opinion, was our team's ability to stay loose even though the games were tough and the arenas were always pulling against your team. If we're able to win some early on the trip and stay with it, we might surprise some people.

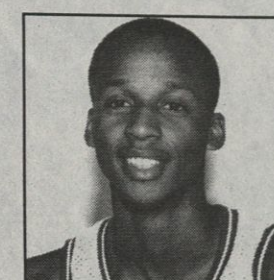


Mark Acres

Jimmy Rodgers. Obviously, there's no fooling anyone. This is going to be a tough, tough trip—the dog days of the season, someone said. I think we just have to go out and try to have some fun out there. Play smart, play a notch above ourselves, and try to match the intensity of the teams we'll be playing against. It's not going to be easy; teams sense they have the Celtics down and teams are always trying to take big wins against the Celtics in front of their home fans.

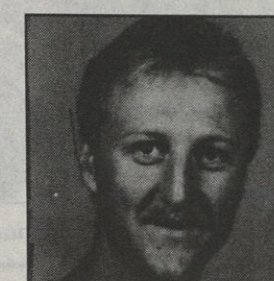


Jimmy Rodgers



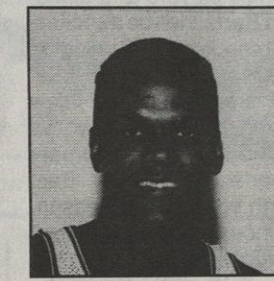
Brian Shaw

Brian Shaw. I think we'll do all right. The key for our team will be to go at people aggressively. I think we have to run as much as possible because I think that it helps our team get into its rhythm. Everything seems to break right when we're running—we get easy baskets; we seem to play better defense; we even seem to get better breaks on the (referees') calls.



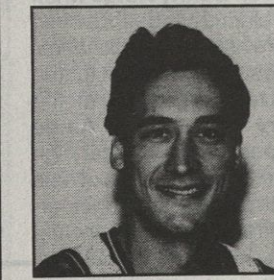
Larry Bird

Larry Bird. Although I won't be making the trip, I do think that the team needs to avoid any down periods mentally to have a decent shot at winning some games. I've said all along that the team needs to keep their heads up and battle to stay in it, because I think when all is said and done, we will be a great basketball team. The real test—and it's something I hope we don't have to face—is if we lose several games in a row. That's the type of thing we have to try and avoid. I think we just have to go out and play up to our capabilities on the road. If we're able to play as well as we can, then we'll have a decent chance of having a good trip.



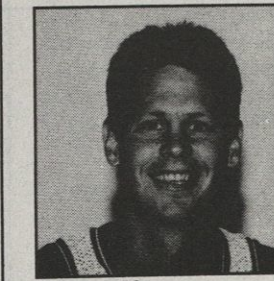
Ron Grandison

Ron Grandison. I'm hoping that we get off to a good start for one thing. If we're able to win a few games early on the trip, then we'll have some momentum that might carry over. I think our team plays with a great deal of intensity—and I also think we play excellent defense. Those type of qualities will definitely be factors out West. Personally, I'm looking forward to the West Coast, because I still have family out in the L.A. area. It'll be nice to be out there and play in front of them for the first time.



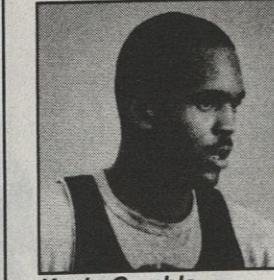
Jim Paxson

Jim Paxson. The best attribute about our team, as I've said before, is the fact we've stayed together and been able to play pretty much to our top level consistently. In my opinion, we'll need to keep our concentration level at its best during the trip, that is, keep our performance consistently high in every game. It's a strange sport, however. Sometime a team can play its best when it's on the road for an extended period of time. You're on the road and you're able to think about the game and the team, without some of the other distractions you might have at home.



Danny Ainge

Danny Ainge. I think it's a very challenging time for our team, but really, the whole season has been challenging. We just have to go out there and play our best, put ourselves in a position to win, and then play well down the stretch. It'll be hard; we've struggled this season and teams are always up for the Celtics. But the spirit of the team remains very good and I have to think we'll come out of it OK.



Kevin Gamble

Kevin Gamble. It will be a hard trip—not because of the fact that we're on the road, but because the teams are all so good. Our team has played better and better all year long and that's a reason for feeling optimistic.



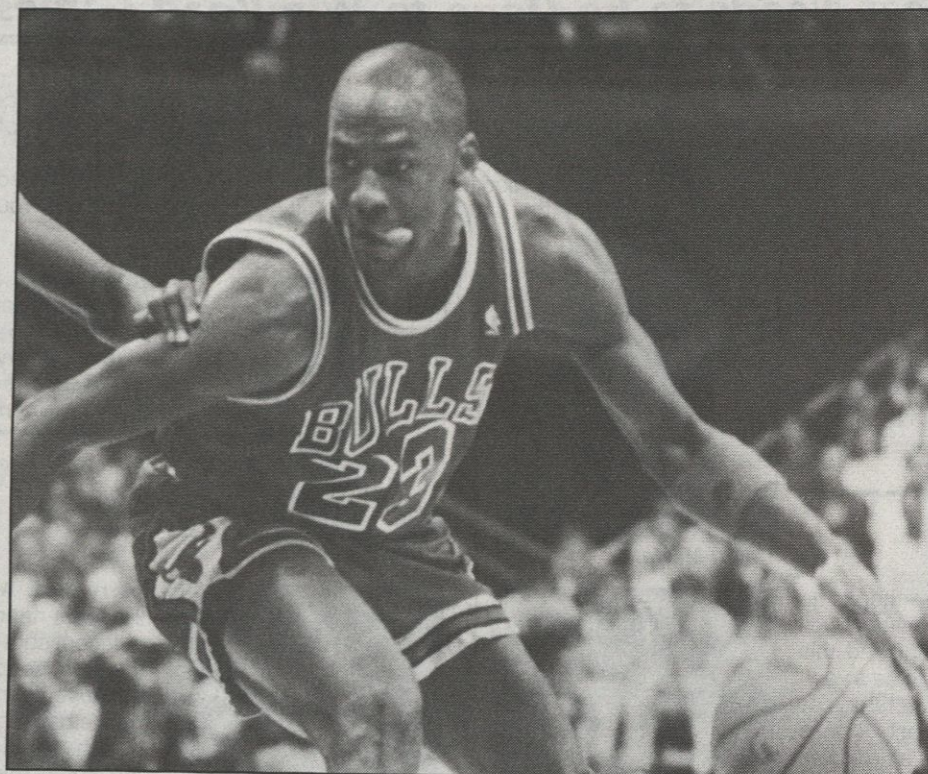
CELTICS CONFIDENTIAL

By Bob Schron

The Long Season. Bernie Bickerstaff, the Coach of the Seattle Supersonics, refused to gloat over the Sonics' 89-87 victory over the Celtics shortly before the All-Star break. "Don't expect me to say anything negative about the Celtics. To me, they remain an intelligent basketball team, a team you have to respect when you play them, especially in the Boston Garden." ...Bickerstaff met his old boss and mentor, K.C. Jones for dinner after the game. Jones had just returned from Florida where he scouted the University of Miami and Western Kentucky. K.C. looked on as the Celtics dropped that important contest to Seattle—keynote because the Sonics, with a 27-16 record headed into the contest, represented a team which has intentions on winning the championship. Key term here is intention—in the 4th quarter, a mistake-plagued game was there to be won by the team which had intensity and the Sonics pulled it out. This despite 23 rebounds by Robert Parish, who continues to give the Celtics an outside chance of winning a championship, i.e., sterling play from the pivot. At least there was some good news that night: Celtic's owner Alan Cohen was the first to inform K.C. Jones that K.C. had been elected to the Naismith Hall of Fame. Jones was overwhelmed: "I really thought it was just an honor to be nominated," he said. "The recognition is what's important there. To be elected is such a proud moment." ...And earlier that weekend (the final homestand weekend before Boston took to the road for February), Wes Unseld had high words of praise for Jimmy Rodgers. "Jimmy's done an outstanding job for (the Celtics). In his first year as a head coach, he's already shown a great ability to make adjustments on the spot. We thought we had a very workable defensive scheme to stop Kevin McHale and Robert Parish which we think is the key to beating Boston, but Jimmy ran a number of plays to prevent us from sagging inside."

Injury Report. Larry Bird continued to show signs of improving, dunking in practice several times righthanded, and then engaging in his pregame shooting drills before the Celtics played Washington and Seattle. Ronnie Grandison suffered a chip fracture of his right thumb during the Celtics' practice, February 4th when he slammed his hand against the backboard attempting to block a shot by Brian Shaw. He had it taped and resumed the workout, however and appeared briefly in the following game against Seattle. Kevin McHale suffered a slight dislocation of his left little finger in the 117-108 win over the Bullets, requiring X-rays, which proved negative. Jim Paxson suffered a strained abdominal muscle against Washington and although his minutes were limited, he still played against Seattle.

Appearances, et. al. Larry Bird has joked in the past about his winning the John Wooden Award (in 1979) as the best college player of the year. "If Danny Ainge won it, which Ainge did in 1981, then I'm not sure I want the award!" But both Bird and Ainge will finally receive their actual trophies when the Celtics are on the West coast, April 5th in Los



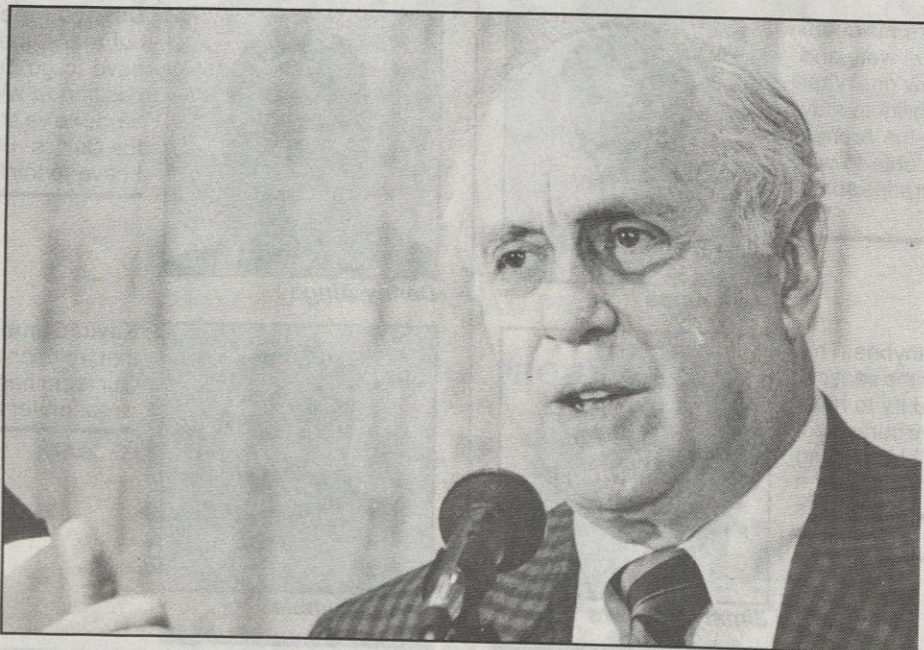
Michael Jordan: Do Pistons have his number?

Angeles. The Los Angeles Athletic Club will honor the Celtics players at a dinner that night. Robert Parish will be a spokesman for ISCA Computers in Burlington through Sports Personalities. CBS Television filmed a feature on Kevin McHale's parents from Hibbing, MN for the network's use during the All-Star Game, February 12th. McHale made the All-Star East Team for the fourth consecutive season, or every season since he began starting at power forward opposite Larry Bird in the 1985-86 season. A feature filmed by Spanish television on Danny Ainge when the Celtics were in Madrid has been dubbed for use on Italian television. Sportschannel and its affiliates hosted a luncheon for the Celtics after the team practiced at the Garden, February 6th. Danny Ainge made several appearances at local high schools to promote the importance of safe driving in conjunction with Auto Engineering BMW of Lexington, MA. In conjunction

with these speaking engagements, a filmed promotion was created by Adweek featuring the Celtics' guard speaking out to caution youngsters about the perils of careless driving. This filmed spot has won an award as one of the best public service announcements of the year.

Kevin McHale's Summer Basketball Camp will be held July 9th-14th at Ocean Edge Resort in Hyannis. Bernie Bickerstaff on the effectiveness of the halfcourt trap: "I think, as the Celtics are learning, that you have to be selective about the way you use the press. For instance, strategically in a game, there might be times you can use it, but because of the fact you've been traveling a lot, i.e., you're on a long road trip, you won't be able to use it because your players are too tired. It's simply—a long season." ...Incidentally, if there were any questions remaining about Jimmy Rodgers being too close to the players as the team's assistant coach

Red Auerbach: Remains Positive



during the past eight seasons—and thus affecting his ability to run the team, has been dispelled. Rodgers is one of the most intense coaches in the league; his absorption in the game rules out thoughts of friendship during the game. Rodgers and K.C. Jones had a long friendly chat about strategy and personnel before a recent Celtics' game. Bill Russell, all-time Celtics' great player and coach and now the VP in charge of player personnel for the Kings, was a guest of the Celtics when the team played Philadelphia, January 20th. Russell attended the game with his daughter, Karen Russell, a lawyer in the Boston area. M.L. Carr was guest analyst on Sportschannel when the C's played Washington, February 3rd. Tommy Heinsohn, the regular analyst for Sportschannel, on the Pistons' effectiveness in defending Michael Jordan: "The Pistons have been stopping Jordan, but it looks very close to a zone to me. They just play two men on Jordan—one to play him head-on and the other loosely hanging around in the area Jordan is handling the ball. I'm surprised they (the Pistons) don't get called for it more often." ...The Pistons have defeated the Bulls three times this season thus far, losing none.

Cotton Fitzsimmons, the Suns' Coach who is a candidate for Coach of the Year, on the effectiveness of Tom Chambers, his free agent acquisition from Seattle: "He's given us the same type of play Larry Bird has given to the Celtics for so many years: He's gone to his strengths, and he's made the players around him better." ...Fitzsimmons on the look of future forwards in the league: "Recently there's been a trend to building themselves up muscularly in the upper body. But I think that's going to change. I think the players around the league in the frontcourt are going to be relying on speed, quickness and agility. Because the game is becoming so much more athletic." ...Danny Ainge, who has been involved in his share of some disagreements with Jimmy Rodgers recently over shot selection, nevertheless had some high words of praise for the coach last week: "I can't say enough good things about the job Jimmy's done. I admire his control—it's remarkable the way he's been able to keep everybody's spirit up. I think we're playing harder than any team I've ever been on." Ramon Rivas, Mark Acres and Brad Lohaus have been working hard—to fit Ainge's description—after practice with Assistant Coach Chris Ford, using a series of drills, including tip drills, right and left handed jumpers and agility and sprints around the perimeter of the court. "I think it's something we need to do," commented Lohaus, whose playing time has been reduced recently. "One thing I'm determined to do is to keep a positive attitude (while playing less minutes). And keep working. I just have to wait until my turn comes up again and capitalize." ...Rodgers on Lohaus: "I think Brad has played well this season, but like any younger player he's had his highs and lows. Hopefully over time he may be a player who will help us." ...An inside source on Red Auerbach's attitude during the team's .500 season through February: "Red remains positive—even in private conversations. He just thinks everything will work out to our advantage this season."

INNERVIEW

Reggie Lewis: Celtics Super Sophomore

The development of Reggie Lewis, the Celtics' first round draft choice of 1987, has been one of the most gratifying developments for the Celtics during this beleaguered season. After a keynote performance against Michael Jordan and the Bulls when he connected for 32 points and practically matched The King of Midair, shot for shot, Lewis continued to star for the Celtics. First he came off the bench as the sixth man and provided the necessary spark for the Celtics, scoring in double figures sixteen times. In addition to his point production, Lewis was a vital cog in Rodgers' halfcourt trap. In fact, he was too vital to remain on the bench for long.

Beginning with a road contest against the San Antonio Spurs on December 30th, Lewis started at small forward and has been so effective that Rodgers has left him in the starting lineup. Although it's meant sacrificing output off the bench, the team has needed him for as many minutes as possible. In nineteen games leading up to the All-Star break, Lewis' numbers have been outstanding: Shooting .500, he's averaged 18.6 ppg, improved his Free Throw shooting from a mediocre 67% to 78% with 4.5 rebounds and 3 assists per contest.

"Look what he's done," commented Rodgers last week. "He played only 400 minutes last season, and even though he's making some mistakes, he has so much inner determination that he's someone you have to have out there."

Dennis Johnson has said, "No doubt. He will be the star of this team in the future." Interestingly, while running mate Brian Shaw mourned Lewis' departure from his side, Johnson's assists total jumped a full assist per game since Lewis took over as the starting small forward. Shaw has since joined Johnson and Lewis as starters so presumably all are pleased statistically. Celtics Pride caught up with the Lewis after practice last week.

CELTICS PRIDE: Brian Shaw was quoted a few weeks ago to the effect that the problem of the team finding a "Go-To" player would be solved if the veterans would turn to you. A reaction?

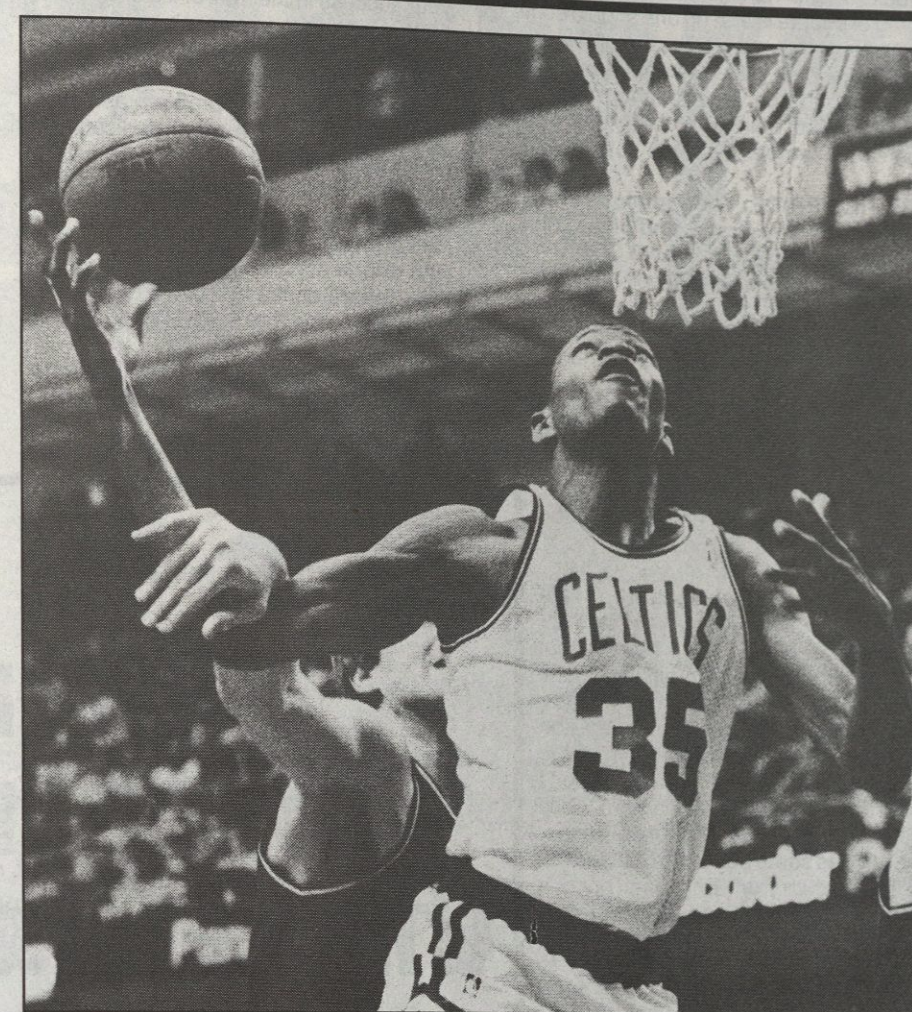
Make no mistake.

★★★★★
"In a great tradition, one of America's choice steakhouses."
—FOOD & WINE MAGAZINE

"Boston's best steakhouse."
—BOSTON MAGAZINE

**Scotch
'n Sirloin**

77 N. Washington Street off Causeway Street near Boston Garden, Government Center and Faneuil Hall
Valet Parking 723-3677



Reggie Lewis: Irrepressible Determination

LEWIS: I look to take advantage of any opportunity. If they want to go to me in the final minutes of a game, that's fine.

CELTICS PRIDE: Is there perhaps a reluctance on your part to take the final shot since the veterans on the team have such seniority?

LEWIS: I don't think so at all. I wouldn't feel any undue pressure. I feel I have to make myself available for the clutch shot and I think the veterans would welcome that.

The thing is, we have so many teams double-teaming guys like Kevin McHale and Robert Parish inside. Dennis is constantly being pressured away from that option. I need to take some shots so that our opposition knows that Kevin or Robert

aren't the only ones who can take—and make—the final shot.

CELTICS PRIDE: Speaking of clutch shooters, what will the team look like when Larry Bird finally does return to the lineup?

LEWIS: Oh, I think we'll be a stronger team, chiefly because Robert has been outstanding all season long and because a lot of guys have gotten experience. As long as (Larry's) healthy and he feels good and can play.

CELTICS PRIDE: Speaking of younger players, as a rookie last year, you have a fresh memory of what it's like to play through a rookie season. How has Brian Shaw done this year?

LEWIS: It's been a very good beginning for Brian. Especially since he's been starting. He gets us going—gets our running attack off the ground from the start. Also, he's taken some of the ballhandling pressure off of DJ. Our fast break is important to our success.

CELTICS PRIDE: More and more, we've heard of the growing respect of other teams for you. How does that make you feel?

LEWIS: I think a lot of teams have started to respect me more and I have to feel positive about that. The key to my receiving more attention was when I began starting and getting more minutes.

CELTICS PRIDE: There's been a number of stories written and filmed about the Celtics' emphasis on youth this season, particularly in the minutes both Brian and you have played. What is the difference for you this season?

LEWIS: We're being put in the game to go out and produce. Last year we were just filling in during short minutes, and there's a difference. The team's depending on us to put positive numbers on the board for extended minutes and we're more accountable.

CELTICS PRIDE: You've started since the end of December. What's the difference for you—starting as opposed to coming off the bench?

LEWIS: I have to go out there and be aggressive from the very beginning of the game. When I was coming off the bench as Sixth Man, I felt compelled to make something happen right away. I had a tendency to force things. As a starter, I'm feeling more relaxed. I feel as if I can let the game come to me.

CELTICS PRIDE: If you were to give a self-scouting report on Reggie Lewis, what would the strengths and weaknesses be?

LEWIS: To begin with the weaknesses, my ballhandling needs improvement. My strengths are getting the ball and taking an opponent one-on-one. I have a strong ability I believe, in having a "sense" defensively of where the play will end up, so I'm able to deflect shots and passes. I've also worked hard on making myself available for the pass on the inside-out play. I'm learning where to spot up for the outside jumper.

CELTICS PRIDE: You had your number retired at Northeastern last month. How did that feel?

LEWIS: It was a great honor to have my number retired. It's nice to know that I have so many friends back at school. It's also a great feeling to know that people will remember me for a long time.

CELTICS PRIDE: In the last issue of this magazine, your college coach (for your senior year) Karl Fogel, asserted that you are your own man. He refused to take much credit for your development as a ballplayer, saying that "Reggie Lewis is Reggie because he's Reggie." What is it that motivates you? How do you prepare yourself to play?

LEWIS: Nothing really special or noteworthy, I guess. My motivation is simple: I just want to be the best basketball player I can possibly be. I love the game.

I don't go through any special exercise or anything like that. I don't have to be psyched to play ball, because I'm always ready to go out there and perform. Every game I play is a challenge and that's what keeps me going at the highest level I can possibly attain. And when we win as a team it's what makes everything all the better.



Blue Ribbon Analyst

College Basketball Expert Looks at '89 Draft

Although Chris Wallace does not necessarily command the media's attention, one thing's for certain. His college basketball yearbook does. Chris has edited and published the Blue Ribbon College Basketball Yearbook for eight years, and it has quickly become the preferred reference book on college basketball. Incredibly comprehensive and thorough, the Blue Ribbon now has legions of expectant readers each year.

With that in mind, who else to interview on this year's draft than Chris Wallace?

CELTICS PRIDE: Who comprises your list of top ten seniors?

WALLACE: There's always room for argument here, but the headliners are Sean Elliott, Stacey King, Danny Ferry, Purvis Ellison, Sherman Douglas, B.J. Armstrong, Glen Rice, Mookie Blaylock and maybe Dyrone Nix, out of Tennessee. Interestingly enough they're all having great seasons. There are others having great seasons too, Todd Lichti, Stanford's all-time leading scorer is having a sensational year, pro scouts are also very high on Randy White, out of Louisiana Tech. He's a 6'9" power forward but not quite the same player as his predecessor, Karl Malone... There's a lot of little lead guards that are playing well this year.



Ricky Blanton: Keep an eye on this one.

CELTICS PRIDE: Are there any under-graduates thinking of entering this year's draft?

WALLACE: I'm not sure how many would be willing to come out this year. There's been some speculation on J.R. Reid, but my guess is that he'll stay in school. He's coming off a foot injury, and isn't having a real great year, plus I think his parents

would like for him to stay in. The other thing of course is that no one should come out unless they would be one of the very first picks. Last year, a few guys came out like Jerome Lane, Rex Chapman and Rod Strickland, but I think it'll probably be around the same number this year.

CELTICS PRIDE: Your opinions on the Celtics last two first round picks, Reggie Lewis and Brian Shaw?

WALLACE: I think they both obviously have the talent to play well in the NBA, and I believe both will make their marks in the league. They've played quite well, and the Celtics are to be commended for that, because even though some drafts are better than others, Reggie Lewis and Brian Shaw are examples of that if you do your homework, and you stay on top of things, you can mine some gems, even in the bottom of the first round.

CELTICS PRIDE: Who might be available to the Celtics in this year's draft?

WALLACE: Well, I keep hearing that the Celtics are interested in this year's small forward crop. I don't know whether that's true or not, but if that were the case, Glen Rice would probably be the best small forward in the class, I don't know if he'd be available when the Celtics drafted or not. Dyrone Nix out of Tennessee, he has some appeal to NBA teams, Michael Smith from Brigham Young is another possibility, and then there's a real hustler out of LSU by the name of Ricky Blanton, who is a blood n' guts type, a real worker who would be a great role player, especially for a team with the character and tradition of the Celtics.

CELTICS PRIDE: Could you elaborate a little on Blanton?

WALLACE: He's about 6'7", 220. He's played at various times four different positions for LSU and is currently a fifth season senior. He does all the dirty work on the floor, very scappy, determined player.

CELTICS PRIDE: Your thoughts on Boston College's Dana Barros?

WALLACE: I think there might be a spot in the NBA for a player like Barros, the only problem is that this seems to be a good year for small guards with the likes of Douglas, Blaylock and Charles Smith of Georgetown. Combine this with the fact that there already are a number of fine little guards in the NBA, that it won't be easy for players at this position. It's kind of like wide receiver in the NFL, there's almost a surplus of talent at this position.

CELTICS PRIDE: Generally, what skill does a college athlete still have to master to make a successful switch to the NBA?

WALLACE: Well, beyond the obvious differences like, the emphasis on speed, and the fact that play is more physical, I think that the drive and dunk is the style of play nowadays, and the young players coming up see this, and that's all they want to do. You don't see the fact that the outside jumper will help set up the dunk. Consequently, you see so many guys who are spectacular athletes, but who don't work on their shots. But if you're between 6'4" and 6'8", a lot

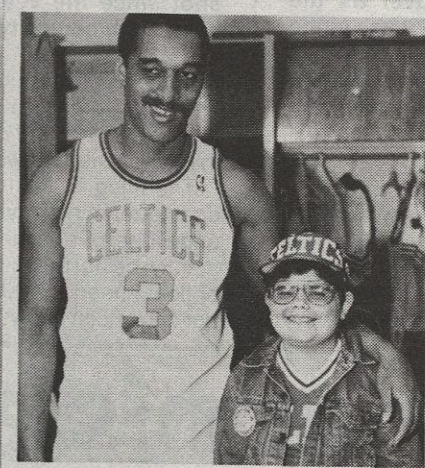
of times, it's your shot that will determine your success in the future. It's easy to say that unless you're a power player it's almost impossible to have a long career unless you have a shot. You gotta be able to can that outside shot. The problem as I see it is that I don't see the same dedication to shooting as I did fifteen years ago. It's also why I think this Chris Jackson out of LSU has been so sensational as a freshman. He's grown up with almost an early sixties kind of practice routine. So that's what I think separates the men from the boys in this regard, and that's the shooting skills.

CELTICS PRIDE: Successful NBA teams always seem to be the ones that have a few players which create match up problems on the court, are there any

such players in the draft this year?

WALLACE: Well, he's not in the draft for another three years, but the fella who creates all sorts of problems for defenses is Chris Jackson. He puts all sorts of pressure on defenses, he can shoot, drive and may well be the best guard in the country right now. Sean Elliott also creates a lot of mismatches on the floor because he's six-eight with guard-like quickness. This Hank Gathers out of Loyola Marymount must be causing some problems, because he's leading the country in scoring and rebounding. It's not anybody who can do that. Danny Ferry is exceptionally difficult to match up with, he can not only score from the outside, but he's a passer too, there's no real answer to his game.

After all the operations this kid has had, it's no wonder he's seeing stars.



They're the kind of stars that'll brighten up any kid's day—the sports, movie, and television celebrities that kids look up to.

But the kid we're talking about may only have one chance to meet his hero. Because he's like hundreds of other kids in the Greater Boston area—he's facing the uncertainty of a critical illness.

Our goal is to help ease the pain all these kids are

enduring by granting their favorite wish. Whether that wish be arranging a meeting with their favorite star, or even just buying them a new teddy bear. But we need your help—with donations of time, money or resources.

So please, give what you can. Because if our operation were to fail, a lot of these kids won't have much to look forward to.

MAKE-A-WISH FOUNDATION OF GREATER BOSTON.



Call or write:
50 Milk Street
15th Floor
Boston, MA 02109
(617) 426-4112

I want to help brighten up the day of some critically ill kids.

☐ Enclosed is my tax-deductible contribution.

☐ Please send me information on how I can volunteer time or resources.

Name _____

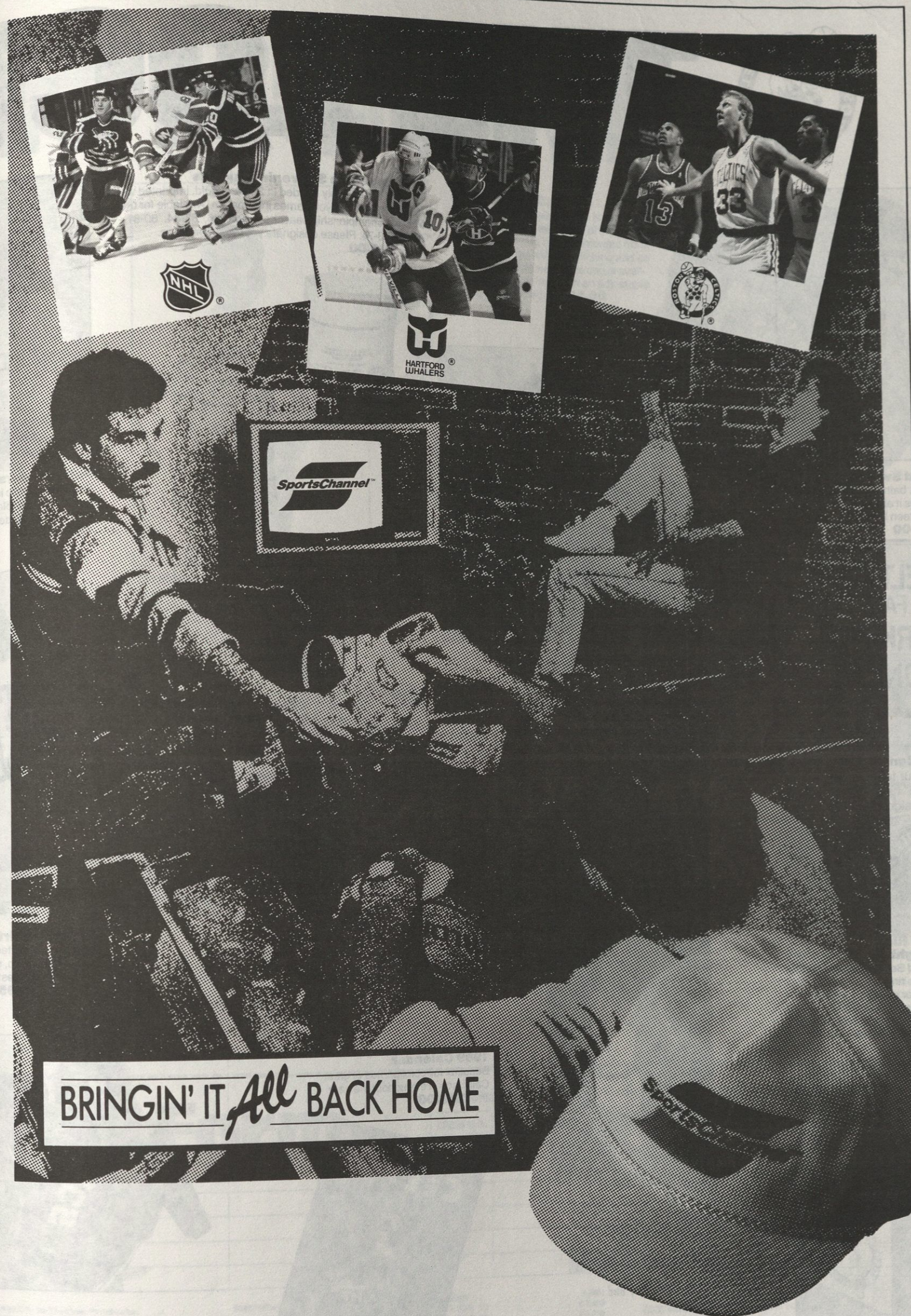
Address _____

City _____

State _____

Zip _____

The Make-A-Wish Foundation is a national organization with chapters throughout the country.



BRINGIN' IT *All* BACK HOME

To order SportsChannel, call your local cable company today!





THE LOCKER ROOM



Oversized Sweatshirt
Casual wear, bathrobe, or sleep-shirt, this shirt does it all, with Celtics style. White with green logo. One size only. #225. **\$28.00**



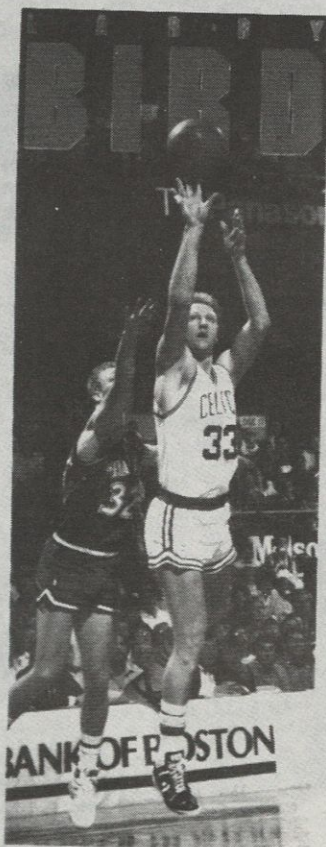
Parking Sign
Show off your team loyalty with this 12" x 18" heavy gauge styrene fan parking sign. # 4. **\$15.00**



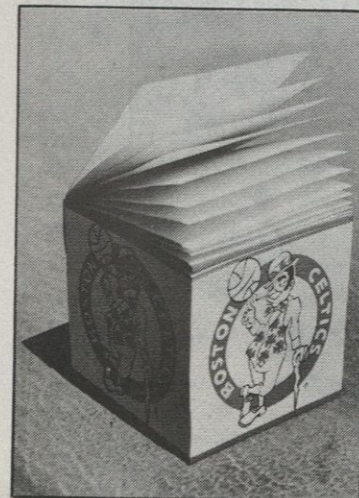
Oversized Ring Paperweight
This oversized Boston Celtics-World Championship ring is a perfect paperweight for any fan's desk. The 1/2 lb. metal ring has team insignia engraved on one side and NBA on the other. #63. **\$30.00**



New Fastbreak Sweatshirt
Make your move to the streets with this black and vibrant green sweatshirt for the latest workout look. #300. **\$30.00**
Also available in short sleeve T-shirt. #301. **\$15.00**

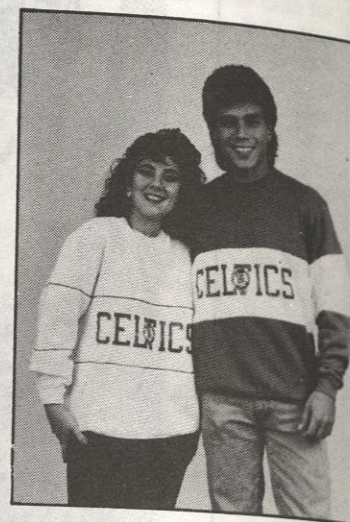


Larry Bird Door Size Poster
Giant 26" (W) x 74" (L) poster of Larry scorching the Nets with his patented Jumper. #11 **\$12.00**

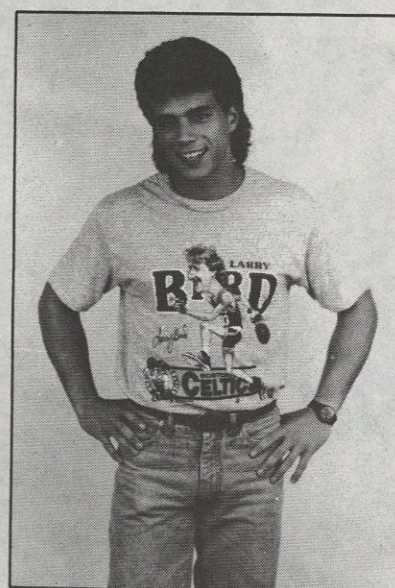


Paper Scratch Pad Cube
Ideal for home and office! #60. **\$8.50**

Championship Souvenir Tankards
Collector's Item richly banded in 22-karat gold, imprinted with Celtics logo and playoff games information. Available for the following championship seasons—1985-86, '83-84, '80-81, '75-76, '73-74. Please designate year when ordering. #255. **\$20.00**



Pullover Jersey
You'll look terrific in this comfortable green or white (please specify) jersey with bold Celtic design. #210. **\$24.00**

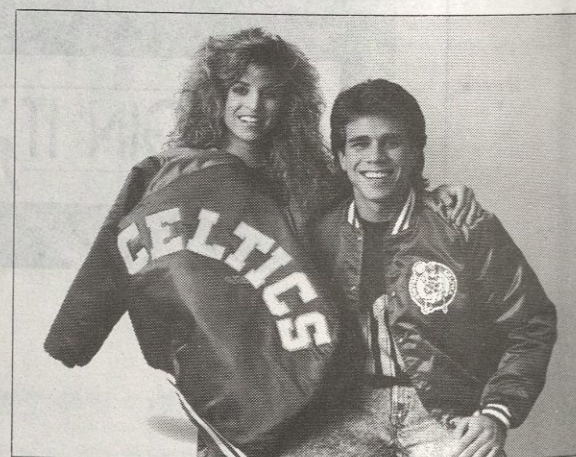
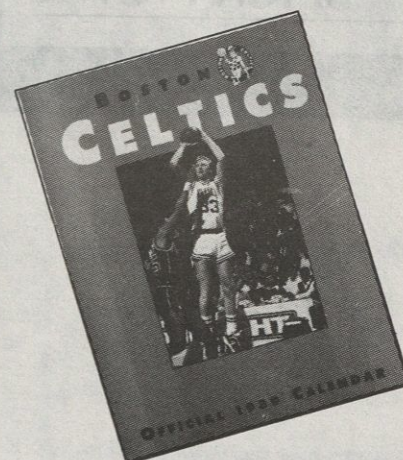


Larry Bird Caricature T-Shirt
Show off your favorite player Larry Bird in this heather grey caricature t-shirt signed by Bird himself. #234. **\$14.00**



Jumbo T-Shirt
Wear this roomy tee as a nightshirt, a beach cover-up, or dress! 50% cotton-50% polyester. One size fits all. #250. **\$19.95**

1989 Calendar
Beautiful full color photos of great Celtic action throughout the year. #12. **\$10.00**

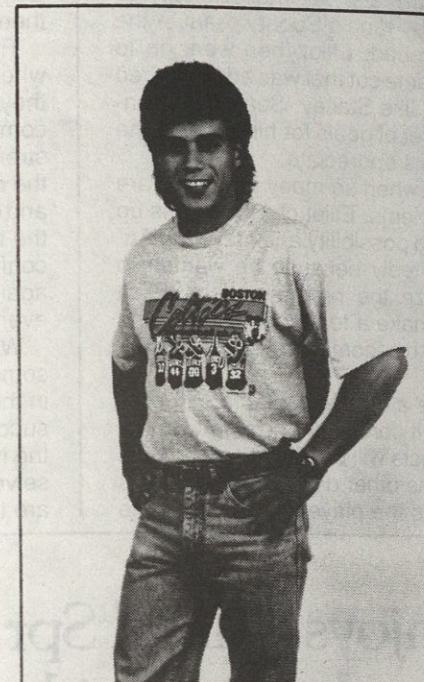


Satin Jacket
The most recognized jacket in the NBA today. Each jacket is constructed of satin twill and is quilt-lined for warmth and comfort. Available in green only. # 43. **\$80.00**

ER ROOM



PRIDE T-Shirt
Exploize Celtics Spirit in this 50% cotton 50% poly green T-Shirt. # 16. **\$12.00**



Basketball Club T-Shirt
For a true team fan! Locker room style design. Printed in Celtics team colors. 50% cotton, 50% polyester heather grey shirt. #245. **\$12.00**



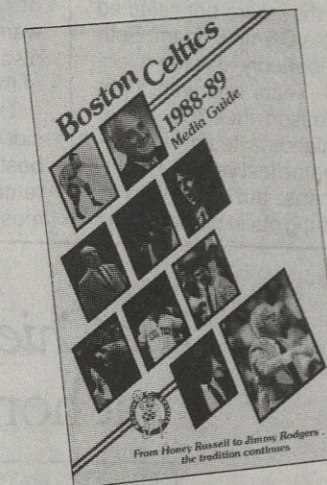
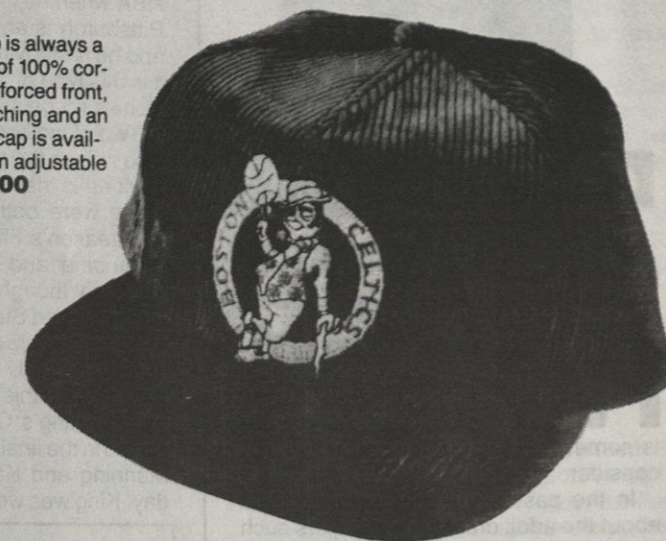
Sun Strip
4" x 63" Windshield tinting decal (Can be cut to form fit all windshields). # 57. **\$8.00**

Banner Decal
4 1/2" x 12" Reusable static decal that adheres to either side, strips without adhesives. # 59. **\$3.50**



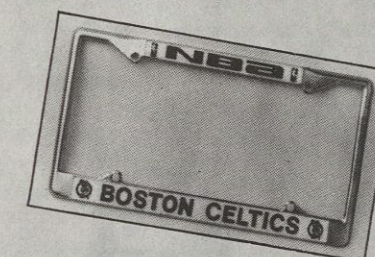
Window Sign
5" x 5" Popular window insignia with suction cups. # 58. **\$3.00**

Corduroy Cap
This smartly tailored cap is always a winner at games. Made of 100% corduroy, the cap has a reinforced front, a pro shape with top stitching and an unbreakable visor. This cap is available in green only with an adjustable back strap. #240. **\$14.00**



Celtics Media Guide
Get all the facts, stats and bio's on all the Celtics stars in the new, 1988-89 Celtics Media Guide. #11 **\$8.00**

NEW ITEM!



License Plate
This customized license plate frame is tool-and-die engraved and finished in brilliant baked enamel green and white color. #44. **\$12.00**



Celtic Swatch
Great new (Swatch-like) watch. Quartz movement, water resistant, 1-yr. warranty, light weight for comfortable fit. Features Celtics green band with logo on the face. #2. **\$30.00**



Jacquard-knit Sweater
This popular crew neck jacquard-knit sweater can be spotted at almost every professional sporting event. It is made of acrylic and wool blend and has a knit-in team graphic. Available in white with green. #260. **\$48.00**

Order Form

Attach additional sheets if necessary.

Name _____
Address _____
City _____
State/Zip _____
Daytime Phone _____

Please make payable to Weston Products.
Please allow 4-6 weeks for delivery.

☐ Money Order
☐ Check

SHIPPING & HANDLING:

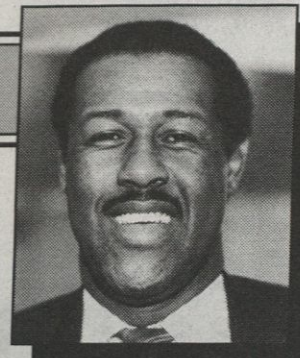
Shipments are sent via UPS. Street Addresses only (No P.O. Boxes). Charges for Shipping and Handling are noted. For Alaska, Hawaii, and Puerto Rico add \$8.00 more to the shipping costs.

Mail To: Weston Products • 49 Locust Ave. • New Canaan, CT 06840

ITEM NO.	ITEM DESCRIPTION	ADULT SIZE	QUAN.	UNIT COST	TOTAL

ORDER
\$ 00.00-\$ 10 **\$3.00**
\$ 10.01-\$ 30 **\$4.00**
\$ 30.01-\$ 50 **\$4.50**
\$ 50.01-\$100 **\$5.00**
\$100.01-\$150 **\$6.00**
\$150.01-\$200 **\$7.00**
OVER \$200.01 **\$8.00**

Total Cost
(CT. Residents Only) Add 7.5% Sales Tax
Shipping
(see chart at left)
Total Amount of Order



AS I SEE IT

By M.L. Carr

Who Will Make It?

Remaining with the theme of the past several issues, the question of how the Celtics will select their upcoming first round draft choice is something that we can now logically consider.

In the past few issues, we've talked about the addition of young players such as Reggie Lewis and Brian Shaw to the team. The combination of talent and personality have made these players invaluable additions to the team. When a team approaches the draft, it needs to consider both traits.

The Chicago Bulls' General Manager, Jerry Krause, once commented about Red Auerbach, "More than his ability to judge technique, what Red brought to the game in the NBA was his emphasis on judging personality." That is, Red always has placed a priority on obtaining young players who have a team-oriented personality. The ability of both Lewis and Shaw has meant a lot to the Celtics this season; the two players have played exceptionally well on an individual basis and they have fit in well with their teammates. It hasn't been an easy season for the Celtics to be assimilating the new blood, too.

Last issue we discussed some of the perils of foreclosing opportunities for academically disadvantaged ballplayers. That is, the proposed passage of Proposition 42. It appears that the NCAA will reconsider this, and I'm glad; one of the very best qualities about sports is its essentially democratic character. It is an area of our culture where the disadvantaged, if they have some talent, can further his or her development. They have the possibility of receiving a college education and

"...what Red brought to the game in the NBA was his emphasis on judging personality."

...Jerry Krause

this is something I support completely.

The latter topic is appropriate for this discussion, because the Celtics will be considering a collegiate player for their 1989 draft. One of the qualities the team places the highest priority on is the player's work ethic. If a player is forced to sit out a season under Proposition 48, the Celtics might consider how well he adjusted to his dilemma. Was he able to pull himself out of his problems and make a contribution to the school's program? A local player, Rumeal Robinson of the University of Michigan is one such player; forced to miss his freshman year with the Wolverines, he has done well on and off the floor

making the Olympic Team. This requires great discipline. It requires great mental strength. When King was cut by John Thompson last summer, he did not deviate. He was back working out, using the negative experience of the cut as an incentive to become an even better player.

Elliot experienced a similar fate. His Arizona team made the Final Four but was eliminated by King's Sooner team in the semi-final round. Elliot then went on to suffer the same cut that was administered to King; yet like Stacey, Sean Elliot constructed a set of goals for himself that the professionals appreciate.

In an era when so many programs are having problems, Elliot chose to pass up the hardship possibility and stayed at Arizona, reportedly because he wanted to help stabilize the program there. Elliot wanted to make a team contribution and also strives to become the National Player of the Year.

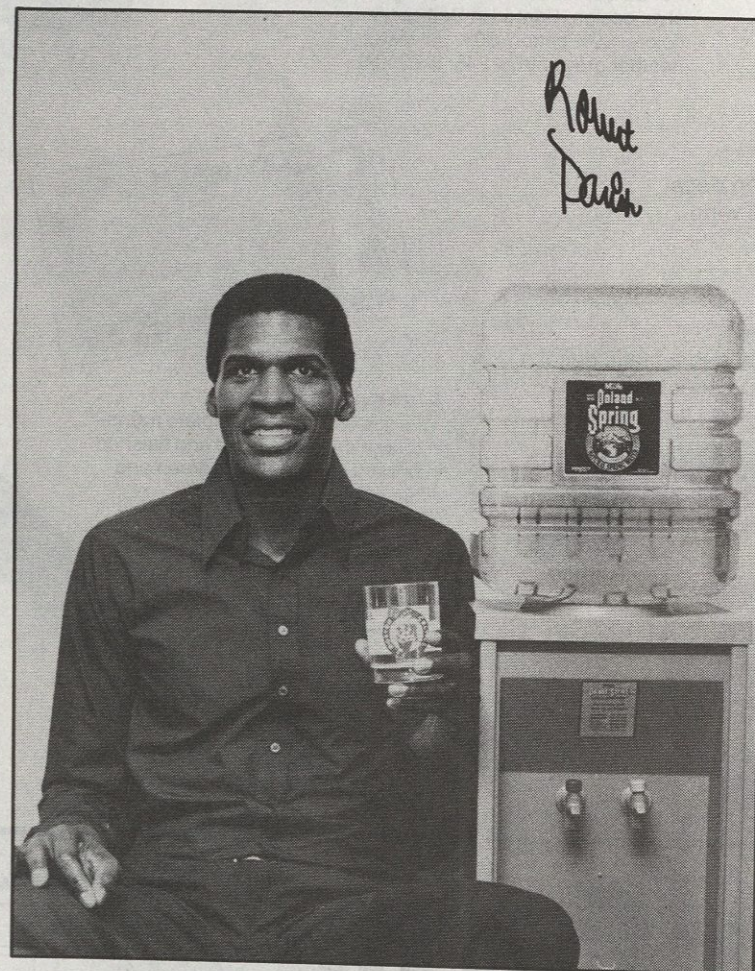
There are a number of factors to consider when it comes to deciding who the best prospects will be. One of our scouts remarked the other day that what counts most of all is the player's ability to come

into the NBA and continue to work. That is, not allowing himself to become complacent. He went on to name some players who had a great deal of talent, but were unable to maintain a commitment necessary to stay in the league. The very first attribute is being able to handle the task of managing your own talent. To be able to play at the top of your game every time out there (within reason, of course).

The Celtics will be looking for players who have the talent to play for them, but they are also looking for talent that is comprehensive. Does the player have the strength to compete—while staying within the discipline of a sophisticated offensive and defensive scheme? Will he play within the team concept? Will he have the self-confidence to play his game as a rookie against veterans who will be testing him in every single ballgame?

Will he have the perseverance to handle some of the setbacks that all players have in the NBA and still have the presence to succeed? The competition for positions in the NBA is fierce. Those who know themselves—as young men and as players—are the ones who make it.

The Chief enjoys Poland Spring at home and at courtside.



To find out how you can get Poland Spring delivered to your home, just as the Celtics do each game, please give us a call.

(800) 453-1011

Please mention the Boston Celtics when calling and you'll receive our Special Offer.*

*New customers only, bottle deposit required.



Preferred by the Boston Celtics

DAY BY DAY

FEBRUARY 2

Anger. The Celtics frustration over their sad string of losses in close games and continual defeats on the road finally caught up to Coach Jimmy Rodgers in Charlotte. With the Celtics obviously in control, leading 75-59, Danny Ainge fired up an ill-advised three-point FG attempt, a shot that was indicative of a Celtic offensive approach that has not been wise, or under control.

The previous evening, the Celtics had been blown out in the fourth quarter at Washington, 34-16 allowing a game to slip away after the C's had controlled it early.

After seeing Ainge pull the trigger, Rodgers had seen enough. The coach, in full view of the Boston press, fired his clipboard to the floor, called timeout and then kicked the clipboard to the center floor. He then admonished Ainge angrily and benched the player. Anger and frustration: 5-15 on the road and countless late moment snafu's had finally sent the self-possessed Rodgers into an heretofore unseen display.

All's well that ends well, perhaps, as the Celtics held together better than in their past contests on the road, winning by thirteen, 107-94.

"I don't think anything like this should be overreacted to at all," Rodgers told Jackie MacMullan of *The Boston Globe*. "It's part of the game. It was nothing personal. I was upset at the team as a whole, and he happened to be the closest to me."

"It was just something between me and Jimmy," said Ainge. "No big deal."

The larger problem of course has been the aforementioned "team as a whole," especially on the road. With the myriad of changes following the team around this season, the fact that the Celtics have been erratic shouldn't really be surprising. The Celts' brass—from Jan Volk on down—have publicly warned about this kind of season. But that doesn't make it any less difficult to deal with, when the particular team in transition is the Boston Celtics, where nothing less than a championship is the goal each season. Ainge's predicament (he's beginning to play more point guard) and thus he's unable to pull his cherished three point trigger at will, is one of several momentary role crises on the team.

Others: More individual defense from Kevin McHale and more sustained offensive intensity. Reggie Lewis, who is having an outstanding season, needs to take more responsibility as a player the team can look to in the final minutes of a game. More assertiveness offensively from Dennis Johnson, who tends to drop out of the offense because of his concern about distributing the ball. Robert Parish receives no advice from the media—he's an MVP candidate and the young players, such as Brian Shaw, Brad Lohaus and Mark Acres, have contributed as expected.

FEBRUARY 6

And A Word From Johnny. He is a sage, an institution and most relevant, a student of the game. Since 1952 he has been the Voice of the Celtics. He is of course, Johnny Most and no further introduction is needed.

After a pair of Celtic victories in the Boston Garden recently—121-103 over the Heat and 117-108 over the Washing-



Kevin McHale: We can win close games

ton Bullets (in between there was a split on the road in Washington and Charlotte)—Most had several pertinent observations about the Celtics. He still thinks the Celtics have a chance to win the championship although he acknowledges the difficulty of the task.

"With Larry Bird back in the lineup, the Celtics are an extremely tough team. I'm not saying anything that isn't known throughout the league. That's precisely why the Celtics have a shot."

"His presence is everything! He backs the opposition off at least two steps when the Celtics have the ball. His dominance makes the rest of his teammates play better."

"It's common knowledge—but when the rest of the guys see how intense Larry Bird plays and at his talent level—it motivates them to play at a higher level themselves. I think people forget this."

"The fact that guys like Reggie Lewis and Brian Shaw have progressed in Larry's absence will help down the road. Reggie's an outstanding young talent, a player who has come a long way in his second season. Does he have superstar potential? I can't answer that for sure—time will tell. There are certain things a superstar does that makes that player a cut above the 'very good' player. Larry has it. Bob Cousy had it and Bill Russell had it. A way of seeing the floor for example, Time will tell."

"I think the team has progressed well during the season. I think the key to any championship season is being able to win consistently when perhaps your game isn't at its best. The Celtics still have a great core of veterans and the key to winning close games is to make sure the veterans have at least ten quality minutes down the stretch. And I mean Quality. We've been helped by our use of various defenses—Jimmy (Rodgers) has put in the trapping defense and that's been like a link in a chain that goes back to the fifties and sixties. The Celtics at that time pressed all over the floor, man to man. A player dribbling the ball through that defense might get a step on his man, but he knew he was being bothered all the way. So he'd be looking over his shoulder when he'd drive in for the layup. I can't tell you how many easy shots were missed. Purely because he was looking over his shoulder at the Celtics who were pressing him."

It's funny; with all of the trouble that the Celtics have had this season—with Larry's absence, the shifting emphasis to youth and therefore change, the tough losses and the bad road record—I still think very strongly that there isn't a team in the Eastern Conference which wants to play the Celtics in the playoffs. They understand what I'm saying—with Larry Bird in the lineup (if he's healthy and playing well)

the Celtics have a chance. I would never bet against a team with Larry on it."

FEBRUARY 11

All-Star Break. It was the final game before the All-Star break and the Celtics had a victory. In the final stirring minute against the Indiana Pacers, the Celtics had executed very well down the stretch. Robert Parish had again starred on the boards, with 22 rebounds. Brian Shaw and Kevin McHale had collaborated on a critical looping pass in the pivot to clinch the contest, with McHale circling away from Waymon Tisdale to drop in the layup which iced the 107-102 win.

Afterward, the Celtics emptied out of their lockerroom early. Danny Ainge had struggled so the writers were missing a usual open interview. Kevin McHale spoke at length however. "We can win the close ones. But we just have to go out and play mentally strong. Especially on the road." Indeed, The Celtics will be on the road throughout February, touring the west and ending up back home in Boston March 1st against the Atlanta Hawks.

Vacation time for many of the players, the break represented a different time frame for two of the veteran stars of the Celtics. The two keys to the team for six years, Larry Bird was continuing to work on his rehabilitation program (minus the swimming, now). And Dennis Johnson was at Hellenic College daily during the break, working on his conditioning.

"It's just something that I want to do," commented the veteran after a full three hour workout the morning after the Celtics had defeated the Pacers.

"I feel as if I'm returning to the level of play that I like. But I realize that it takes more to stay at that plateau, when you get older. I think I finally have the quickness and consistency I want both on the individual movements and in the team game. I don't want to take the time off. It's important not to lose the conditioning edge."

Johnson came into camp this season in excellent condition, a full ten pounds under his 1988 weight of 205. However, he injured an Achilles tendon during the Pre-Season and had struggled with inconsistency all season. Finally during the team's December road trip through Texas, Johnson began recovering and has improved his assist total to 12th in the league at 7.4 per game. Johnson is averaging 9.7 ppg through the first 46 games of the season.

"I'm the first man to admit that we haven't played as well as we would have liked. But we're continuing to work at it—very hard. We've put in a running game, but that doesn't always work when you're involved in close games and you have to execute the halfcourt offense. So we're switching styles sometimes and it's taking time to adjust."

This is why the Lakers are so hard to stop. They instantly recognize when to run and when to pull it back and run the halfcourt game. A lot of the guys in here are new and we're still earning each other's moves, so it's taking more time."

FEBRUARY 13

The Legends Game. Calvin Murphy's three-point jump shot at the buzzer earned the West a 54-53 victory over the East team in the NBA's annual Legends Game

during All-Star Weekend. The game featured several of the game's all-time greats, former players who were in Houston to play in the game as well as to review acquaintances.

Murphy's jumper capped a great performance. He scored 26 on 11-19 shooting in front of the Houston Summit crowd. Murphy played his entire professional career with the Rockets.

Several former Celtics played in the game. Present Rockets Coach Don Chaney played for the West team (Chaney played for the Celtics from 1968-75). The East had three representatives who played for the Celtics at one time including Paul Westphal (1972-75), Dave Cowens (1970-80) and Nate Tiny Archibald (1978-83), who played the point guard.

The former Celtics all played effectively. Chaney had 6 for the West and Westphal had 8 for the East on 4-of-5 from the floor. Cowens led the East team in rebounding with 6 and Archibald led all players in assists with 5.

For Archibald, who was also a judge in the slam-dunk affair the event represented another chance to co-mingle with people in the National Basketball Association, the league where he starred in for so many seasons. It also was an opportunity to do some professional exploring of a type.

Last season, Archibald had hoped to return to the league in a coaching capacity. He had spent three seasons as an assistant in the college ranks, working under Don Haskins at Texas-El Paso and then spending one season at Georgia under Hugh Durham. Many of the problems that are currently severely hampering the credibility of the collegiate game were responsible for Archibald's decision to leave Georgia in 1986.

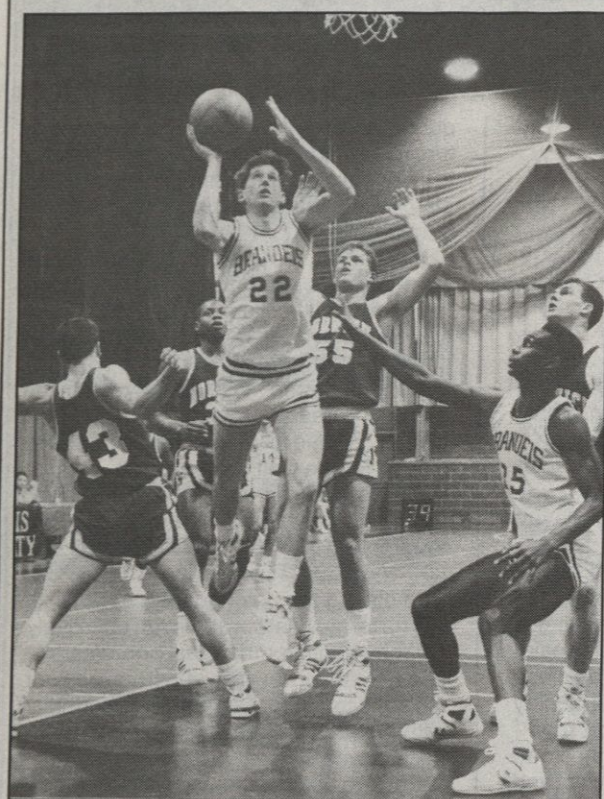
Archibald's commitment to the game has always been a known fact—a love affair, in fact. He recovered from a pair of injuries that most judged as career-ending (fractured foot; torn Achilles tendon) and starred when the Celtics won their first championship of the eighties in the 1980-81 season. That year, he was also voted the NBA's Most Valuable Player in the All-Star Game. In his career in Boston, he demonstrated his ability to work—and prosper—under the demanding system of Bill Fitch. He matured as a player and as a man that year.

"I had hoped to get a community relations position with the Miami ballclub," he said recently, "but I suspect things became tight at the last minute there. My hope is to get back into the game at some level, in some capacity. I have worked with a lot of these players when they were coming up in New York—and I have competed with a lot of the people who are coaching now. I think I have a lot to offer a program. The best thing I can say right now about my prospects is that it's a long waiting game. Hopefully not too long. If you want something, you just have to wait to see what develops." He had several interviews last summer, coming closest to landing a position with the Nets.

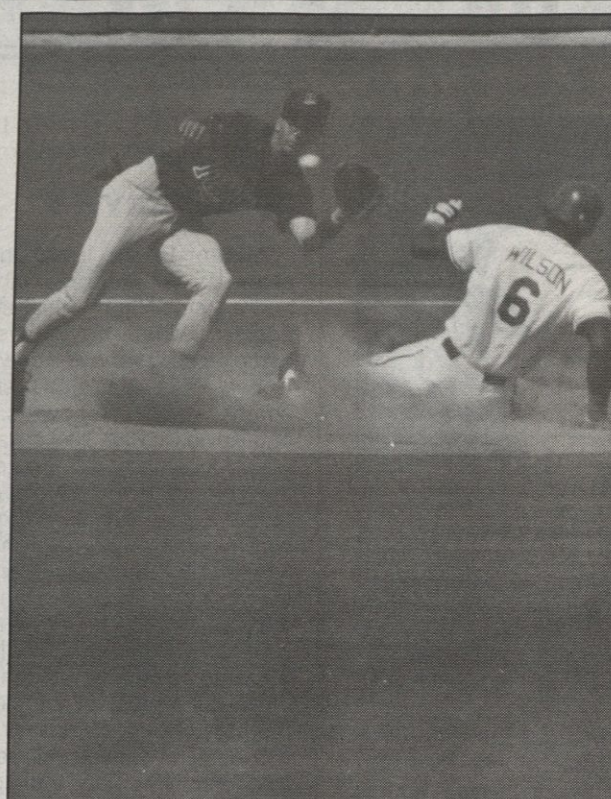
Archibald's unending work with youngsters in New York continues, and it was this work that won him the unfailing loyalty of many, including influential columnist, Pete Vecsey of *The New York Post*. Archibald has played in a European tour during the past year while continuing to search out the post-playing career that has thus far eluded him.



Kodak/Celtics Pride Photo Contest Winners



1st Place



2nd Place



3rd Place

Pictured above are the first, second and third place finishers in this month's Kodak/Celtics Pride Photo Contest.

Top honors were awarded to Jack Swedberg of Center Harbor, NH. Jack's photograph earned him the opportunity to sit courtside and photograph an upcoming Celtics

game from courtside. Jack will also be receiving several other exciting prizes including a Kodak K-12 35mm camera.

Second and third place finishers were Linda Scarey of Hillsville, VA and Amy Wehle of Amherst, MA, respectively. Each will be receiving a complimentary subscription to

Celtics Pride magazine, an autographed color photo enlargement of their favorite Celtics player, and a supply of Kodak film.

To learn how you can become eligible to win these exciting prizes, please consult the contest entry rules on page 9.

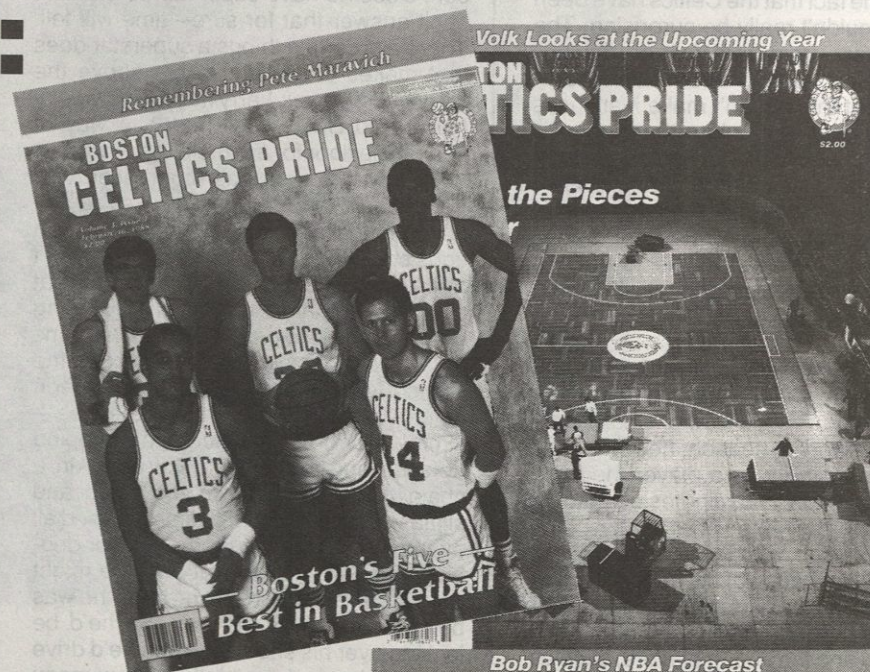
FOLLOW THE CELTICS ALL YEAR LONG SUBSCRIBE TODAY TO:

Only \$30.00 for a full year (20 issues) of great Celtics action. Published twice monthly during the season, once monthly in off-season.

**DON'T MISS
AN ISSUE!**

EACH ISSUE INCLUDES

- Ask Red
- Coach's Corner
- Celtics Confidential
- Great Player Features
- Incisive Interviews
- Game Reviews and Statistics
- Day by Day with the Celtics
- Much, much more



Name _____
Street Address _____
City _____ State _____ Zip _____
Enclosed is my payment of \$30.00 (checks PAYABLE to Celtics Pride)
MAIL TO: Boston Celtics Pride, P.O. Box 9148, Boston, MA 02114

The Mailman Delivers

Leads West All-Stars to 143-134 Victory

Karl Malone won the Most Valuable Player award as the West easily defeated the East in the 38th annual East-West All-Star Game, 143-134. The Celtics' lone representative in the game, Kevin McHale, scored 10 points in 16 minutes as he shot 5-for-7 from the floor.

The West dominated the contest in the first half and earned a lead of 47-31 after the 1st quarter. Continuing to build on that advantage behind Malone, Utah teammate John Stockton and Dale Ellis of Seattle and Alex English of Denver, the West led by 31, 76-45 with 3:53 left in the first half. That essentially sealed the contest, as the West continually outran the East in this stretch and simultaneously, the East failed to patiently execute their own offense. Too often, the East settled for the outside twenty-footer.

Winning Coach Pat Riley stated, "Stockton, Dale Ellis and Malone are showing us that we are seeing a changing of the guard in the league. The young stars are really making their impact."

"We really missed Larry Bird," summarized Isiah Thomas (always a K.C. Jones' favorite, in these "star" contests. Thomas had 19 points and 14 assists in 33 minutes). "Larry is the guy who does the unseen things in these games—the so-called 'dirty work.' We just didn't have the cohesion we usually have without him in there."

"But the game wasn't the same at all without either Magic Johnson or Larry Bird."

Johnson missed the game after suffering a partial tear of his hamstring in a 121-118 defeat to the Warriors, February 7th. Bird of course has missed all but the season's initial six games after having his heels operated on for the removal of bone spurs, November 20th.

The absence of Bird from the All-Star Weekend's Long-Distance Shootout dampened the weekend. Bird had won the contest the first three times it was held, defeating both of this season's finalists, Ellis and Craig Hodges (Chicago) in 1986 and 1987 respectively. As Ellis was finding his long distance "zone" to defeat Hodges

and had a bad shooting day, Ainge abandoned his three-point jump shot for an overhand set and after resorting to this sort of improvisation with the chips on the table, failed to make the first cut, finishing only ahead of Russian Rimas Kurtinaitis. Michael Adams, Derek Harper and Jon Sundvold also were eliminated in the first round, leaving Ellis, Hodges Reggie Miller and former Celtic Gerald Henderson as the semi-finalists.

Kenny Walker of the Knicks won the Slam-Dunk contest, defeating Clyde Drexler in the finals of that event.

Danny Ainge represented the Celtics

and had a bad shooting day. Ainge abandoned his three-point jump shot for an overhand set and after resorting to this sort of improvisation with the chips on the table, failed to make the first cut, finishing only ahead of Russian Rimas Kurtinaitis. Michael Adams, Derek Harper and Jon Sundvold also were eliminated in the first round, leaving Ellis, Hodges Reggie Miller and former Celtic Gerald Henderson as the semi-finalists.

Kenny Walker of the Knicks won the Slam-Dunk contest, defeating Clyde Drexler in the finals of that event.

The East had its best moments in the final quarter of the All-Star contest, as they rallied behind the point guard play of another Knick Mark Jackson. They reached the summit of their uphill climb at 123-116 with 5:56 remaining on a basket by Michael Jordan (East leading scorer with 28) but then Malone and Ellis sparked another West surge, 9-0 to seal the verdict.

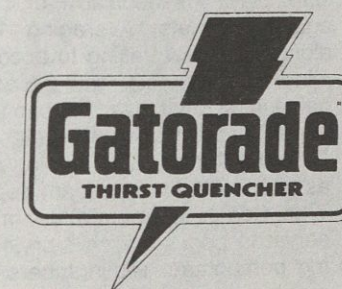
Kevin McHale represented the Celtics in the game and played well, displaying his usual variety of post-up moves on offense, rebounding with power, and mixing it up on defense.

Enter the "Gatorade/Celtics Pride Player-of-the-Month Sweepstakes" and win tickets to see the Celtics play in Boston Garden!!

OFFICIAL ENTRY RULES

- 1. NO PURCHASE NECESSARY.** To enter the Gatorade sponsored sweepstakes for Boston Celtics "Player of the Month," please hand print your name, address, phone number, and your guess as to who will be chosen as player of the month on the Official Entry Form appearing in this ad or on a 3 1/2" x 5" card. Mail your entry to: **Gatorade "Player of the Month" Sweepstakes, P.O. Box 1354, Boston, MA 02277-1354.** Five drawings will be conducted (one each month from November 1988 thru March 1989) from among all eligible entries received as of the time of the drawing. Drawing dates are as follows: **November 28, 1988, December 28, 1988, January 25, 1989, February 27, 1989, April 3, 1989.**
- The sweepstakes begins **November 1, 1988** and ends when all entries are received on **April 3, 1989.** Entries received after April 3, 1989 will not be eligible for any drawings. Sponsor is not responsible for entries lost, misdirected or delayed in the mail. Enter as often as you wish, but only one entry per envelope. Entries mailed to any other address will not be honored. Limit of one prize per household.
- The following prizes will be awarded:
NOVEMBER: One pair of tickets to the Boston Garden game on December 7, 1988 featuring the Boston Celtics vs. Atlanta Hawks. **DECEMBER:** One pair of tickets to the Boston Garden game on January 9, 1989 featuring the Boston Celtics vs. Los Angeles Clippers. **JANUARY:** One pair of tickets to the Boston Garden game on February 5, 1989 featuring the Boston Celtics vs. Seattle Supersonics. **FEBRUARY:** One pair of tickets to the Boston Garden game on March 8, 1989 featuring the Boston Celtics vs. Chicago Bulls. **MARCH:** One pair of tickets to the Boston Garden game on April 14, 1989 featuring the Boston Celtics vs. Cleveland Cavaliers. Only one pair of tickets will be awarded each month. Transportation to the games is not included as part of the prize. Total number of prizes is five (5). Approximate retail value of all prizes is \$300.
- Five random drawings will be conducted from among all eligible entries received by the drawing dates designated in Rule 1 above. Drawings will be conducted by an independent judging organization whose decisions are final. Official Entry Forms or 3 1/2" x 5" entries that are illegible or incomplete will not be eligible. All entries become the property of the sponsor. Winners will be notified by telephone at least 5 days prior to game date. In the event the winner cannot be contacted, an alternate winner will be chosen.
- All prizes will be awarded. Odds of winning are based on the number of eligible entries received. Prizes won by minors will be awarded to their parent or legal guardian. Taxes and transportation are the sole responsibility of the winner.
- Sweepstakes participants agree that The Quaker Oats Company, its subsidiaries and affiliates, its advertising and promotional agencies and the employees of all of the above shall not be liable for injury, loss or damage of any kind resulting from acceptance or use of the prizes and participation in this promotion.
- Sweepstakes is void where prohibited by law. Employees of The Quaker Oats Company, The Boston Celtics Limited Partnership, their affiliates, subsidiaries and divisions, the advertising, promotional and judging agencies involved and members of the immediate families of the above mentioned are not eligible to participate. All federal, state and local laws apply. By entering the contest, winners consent to the use of their name and likeness in advertising and promotional material.
- For a list of winners, send a stamped, self-addressed envelope after **April 30, 1989** to: **Gatorade "Player of the Month" Sweepstakes Winners, P.O. Box 1355, Boston, MA 02277-1355.**
- This contest is sponsored by The Quaker Oats Company, P.O. Box 9003, Chicago, IL 60604-9003.

Official Entry Form



Name: _____
Address: _____ City: _____ State: _____
Daytime Phone #: _____ Zip: _____
Player of the Month Selection: _____
Mail To:
"Gatorade/Celtics Pride Player-of-the-Month Sweepstakes"
P.O. Box 1354, Boston, MA 02277-1354

BY THE NUMBERS

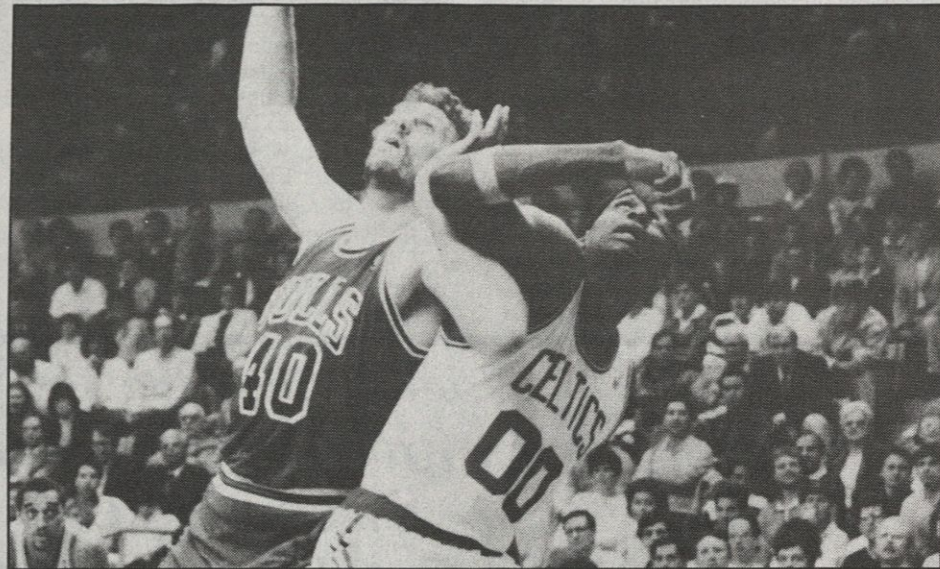
Celtics Register 7-3 Mark Before Heading West

The Celtics headed to the West Coast after registering a 7-3 record in games played mostly at Boston Garden. Boston was 6-1 at the Garden, 1-2 on the road. The most significant change for the Celtics was Coach Jimmy Rodgers' alteration of the starting lineup: Brian Shaw has been starting at Guard alongside Dennis Johnson with Danny Ainge coming off the bench. The team won six of nine with Shaw starting.

The other significant statistic was the team's continued attention to detail on the offensive end. Celts ranked best in the league with but 15.3 turnovers per contest. Other totals at midseason essentially reflected the team's .500 season to this point: 107.9 points offensively and 106.1 ppg yielded; .487 FG % and .486 FG % yielded; .524 % of rebounds gathered in, best in the league, owing directly to the season of Robert Parish. C's were 2-5 in games decided by 3 points or less and 13-9 in games decided by 10+ points.

Kevin McHale. McHale continued his improved play, with several strong performances, capped by his selection to the All-Star team. 27 points, 13 rebounds, 2 blocks vs. Detroit; 22 points, 11 rebounds vs. Kings; 22 points, 11 rebounds, 1 steal vs. Pacers. His best performance came in defeat to Sonics in Garden: 31 points, 5 rebounds, 2 blocks. Team failed to get ball to McHale in final quarter when Kevin was in route to 40 point night and was the major reason the team lost the game, according to Bird, obviously an interested onlooker. McHale continued to rank among league leaders in scoring and FG %: 22.2 ppg and .552.

Reggie Lewis. Star continues to shine, e.g. in span of 5 days (Feb 3-8), Reggie set



Robert Parish: Averaging 13 rebounds a game

career highs in FGs made. He had 13 in 31 point game against Bullets, outplaying a then-sizzling Bernard King, who praised him at length after the game. Five days later, Lewis had 15 FGs in a 31 point game against the Pacers and Chuck Person. Barring injury, an All-Star season next year is a possibility. Also had career high in assists (6) vs. Bullets and career high in minutes, 45 vs. Seattle. In 20 games as a starter (12/30), averaged 21.7 ppg before West Coast. Other individual game highlights: 21 pts, 6 rebounds, 4 blocks vs. Detroit; 22 points, 6 rebounds, 2 steals at Indianapolis; 32 points, 6 assists vs. Bullets (13-18 from field) and 31 vs. Pacers with 3 blocked shots.

Robert Parish. His omission from All-

Star team is a mistake. Averaging 13 rebounds per game, second in league. Had 24 rebounds at Charlotte, a season high with 24 points and 2 blocks in that game. Has led team in rebounding 31 of team's initial 46 games. His season scoring average of 18.9 ppg is his highest since 1984. Other recent highlights: 22 points, 12 rebounds, 3 assists vs. Detroit; 26 points, 11 rebounds, 3 blocks, 2 steals vs. Kings; back-to-back masterpieces vs. Seattle (19 points, 23 rebounds, 2 blocks, 1 steal) and Indianapolis (20 points, 22 rebounds, 3 blocks).

Brian Shaw. Has regained confidence as a starter, celebrated with career high of 11 assists versus Indianapolis. Also tied career high in rebounding with 10 against Kings when he neared his 1st career triple double by adding 8 points and 8 assists. Shaw's numbers as starter: 8.9 ppg, 6 assists, 4.7 rebounds in 31.1 minutes. Recent highlights: 12 points, 9 rebounds, 1 steal vs. Heat; 13 points, 11 rebounds, 6 assists vs. Hornets; 9 points, 5 assists against Bullets. Played 41 minutes against Pacers and registered 12 points and 11 assists.

Dennis Johnson. Johnson's play continues on the upgrade, singularly, in his ability to increase his intensity in the final minutes. Connected on vital FG in 109-102 win vs. Pacers (8 points, 7 assists) and starred down stretch against Bullets: 16 points, 11 assists and 3 FGs in final 1:30. Had 4 steals in latter contest. Also: season high scoring vs. Sixers with 22 points on 10-14 from field and followed this with 13 points, 8 rebounds, 6 assists and block vs. Detroit; had 10 points, 10 assists vs. Kings with 2 blocks; then suffered an injured thigh muscle vs. Charlotte, playing season low of 7 minutes against Hornets. Averaging 11.3 ppg alongside Shaw (failing to account for 7 minutes vs. Hornets), with 6.6 assists per game in 32.5 minutes. Season totals: 9.5 ppg, 6.8 assists in 31.6 minutes.

Danny Ainge. Was coming off bench as team's 6th Man as team departed for West Coast. Numbers as team's key reserve: 11 ppg, 4.4 assists on .436 shooting percentage. His numbers over the regular season: 15.9 ppg, 4.8 assists in

30.4 minutes. Part of the decrease is Coach Rodgers' intention of playing Ainge more at the point. Recent highlights: 10 points, 5 assists (2-5 Three point FGs) vs. Detroit, all in 3rd quarter in 112-99 win; 20 points (8-16 FGs) 4 assists and 4 rebounds vs. Kings; 15 points in 20 minutes vs. Heat; 18 points, 4 rebounds, 3 assists, 3 steals in 34 minutes against Seattle. Ainge's season high in minutes is 42, twice, most recently against Knicks. Ainge also played 36 minutes at Charlotte when Johnson was injured.

Jim Paxson. Averaged 9.9 ppg over last 9 games, including a high game of 17 in team's rare road win over Hornets. Shot 34-67 in that span from field. Had 15 points, 5 assists in starting role in 119-107 win over Philadelphia; with Paxson starting, team is 4-3 (1-1 with Paxson as starting G, where he played vs. Philadelphia). Pulled groin vs. Indianapolis's Person on 2/8, second time in week, originally suffering this malady in contest against Washington. Paxson scored 10+ points in five straight games: 10 at Indianapolis; 13 vs. Kings; 16 vs. Heat; 14 at Washington; 17 at Charlotte, the latter high total since registering 20 vs. Pacers in defeat by Pacers on 1/11 when Paxson had 20.

Mark Acres. Had 4 points, 4 rebounds against Philadelphia on 1/20 but most influencing the outcome was his very good man-to-man defense vs. Barkley after McHale fouled out. Other than season high 29 minute effort vs. Heat 1/29 (2 points, 2 rebounds, 4 steals), Acres's time has remained 13-17 minutes. Recent highlights: 3 rebounds in 17 minutes vs. Detroit; 2 points, 5 rebounds vs. Kings; 6 points, 3 rebounds in 13 minutes vs. Washington.

Brad Lohaus. Missed three games, 1/22-17 with severely bruised femur. Minutes have decreased recently with Coach Rodgers faced with tough tests on road. Best effort was superb 13 minutes performance against Philadelphia: 3-5 FGs, 2 rebounds and 1 blocked shot, turning tide of game in this late 3rd quarter-early 4th quarter effort. Other highlights: 4 points, 2 rebounds in 8 minutes vs. Heat; in 6 minutes against Bullets, 2-2 FGs, 2-2 FTs with 2 defensive rebounds, 6 points.

Ron Grandison. Limited time also recently. Best efforts were pair of relief performances. Against Detroit: 4 points, 2 rebounds in 7 minutes and the following week vs. Heat, 3-3 FGs in 4 minutes for 6 points in 4 minute stint. Mostly his work has come at end of quarters as starters and Ainge have played bulk of minutes. 10 points season high, 12/27.

Ramon Rivas. Rivas had four 1-minute performances during last ten and he notched a 1-1 FGs at Charlotte in that game's final moment. Most extended time came against Heat: in 5 minutes, Rivas was 2-2 FTs and pulled down 3 rebounds. Season high: 8 points vs. Nets, 11/30.

Kevin Gamble. Apparently, Gamble's anticipated duel with Grandison for a final spot hasn't developed, with the team struggling to make playoffs. Gamble had 1-1 FGs vs. Heat, 1/29 after 1-1 FGs vs. Kings (in 1 minute). Gamble was 1-2 at Charlotte in 3 minutes. Limited to 36 minutes in 16 appearances since joining team as free agent, 12/15.

CELTICS BACK ISSUES AVAILABLE

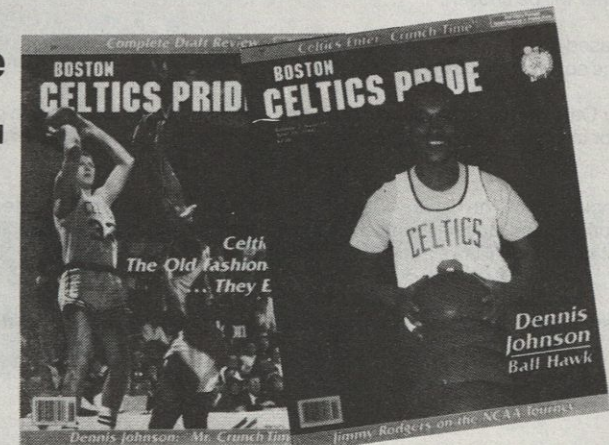
WHILE SUPPLY LASTS \$3.75 per issue Postage and handling included

VOLUME 1

Issue 1-PAINTING
Issue 2-KEVIN McHALE
Issue 7-K.C. JONES
Issue 8-RICK CARLISLE
Issue 9-SCOTT WEDMAN
Issue 10-CELTICS ALL-STAR
Issue 11-ROBERT PARISH
Issue 13-GREG KITE
Issue 14-BIRD & MAGIC
Issue 15-SICHTING & WALTON
Issue 16-JAN VOLK
Issue 17-CHAMPIONSHIP
Issue 18-CELTICS CRUISE
Issue 19-ROOKIE CAMP
Issue 20-JAN & RED

VOLUME 2

Issue 1-BACK-TO-BACK
Issue 2-CHAMP RING
Issue 3-KEVIN McHALE
Issue 4-ROBERT PARISH
Issue 5-JERRY SICHTING
Issue 7-DENNIS JOHNSON
Issue 8-GREG KITE
Issue 9-JOHNNY MOST
Issue 10-FRED ROBERTS
Issue 11-RED AUERBACH
Issue 12-STEPPIN' OUT
Issue 13-CONNER HENRY
Issue 14-LARRY BIRD



Issue 15-K.C. JONES
Issue 16-BILL WALTON
Issue 17-VALIANT EFFORT
Issue 19-CELTICS CRUISE
Issue 20-PRE-SEASON

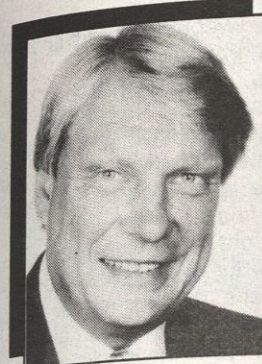
VOLUME 3

Issue 1-REGGIE LEWIS
Issue 2-LOHAUS & ACRES
Issue 3-BOSTON GARDEN
Issue 4-DARREN DAYE
Issue 5-KEVIN McHALE
Issue 6-JERRY SICHTING
Issue 7-STARTING FIVE

Issue 8-DIRK MINNIEFIELD
Issue 9-LARRY BIRD
Issue 10-ROBERT PARISH
Issue 11-JIM PAXSON
Issue 12-DENNIS JOHNSON
Issue 13-DANNY AINGE
Issue 14-K.C. JONES
Issue 15-RED AUERBACH
Issue 16-ATLANTA SERIES
Issue 17-JIMMY RODGERS
Issue 18-GOLF TOURNEY
Issue 19-CELTICS CRUISE
Issue 20-PADDIO AND SHAW

To Order, Please use coupon on page 23

ROUNDBALL SPOKEN HERE



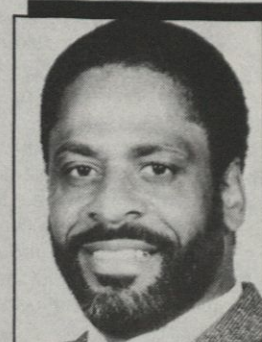
Don Nelson

Don Nelson. Golden State Coach, compares Chris Mullin to the Celtics' Larry Bird. "He (Mullin) is truly a miniature Larry Bird. Chris does it a little bit differently than Larry does because he's not 6-9. Passing ability, scoring abilities, quick hands—there really isn't anything he doesn't do on the court."



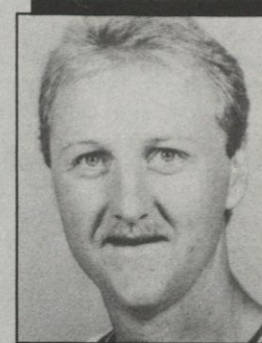
Dirk Minniefield

Dirk Minniefield, former Celtic who has recovered from a drug dependency problem, had some very positive comments about his experience with the Celtics in 1988: "I wish the Celtics the best. I cherish the time I spent with them. It's the greatest bunch of people I've ever associated with. They did everything they could to help me, and I want to publicly thank Jan Volk on behalf of the entire organization. I'm taking it one day at a time. If I make it back to the NBA, great. If not, I've had my day in the sun. There are things I can do outside of basketball."



Don Chaney

Don Chaney, Houston Coach, on his decision to sign Walter Berry, the college player of the year in 1985, was cut loose by the New Jersey Nets on February 1st. "He's had problems with every team he's ever been with, whether for attitude or whatever. I sort of laid it on the line to him. He has to realize that this may be the last stop in the NBA. The next stop may be Europe, or the street."



Larry Bird

Larry Bird on the importance of the Celtics maintaining a winning attitude during the next month, when the team is on a nine game excursion away from the Boston Garden: "It's very critical that the players keep their heads up. One thing about pro basketball—once you start losing, it's hard to start winning again for some reason. So I just hope we don't get caught up in losing four or five games in a row and guys start hanging their heads. I don't think when I come back we'll win every game. But I think we'll be a great basketball club."

CELTICS

March, 1989

HOME ☐
AWAY ☒

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			ATLANTA HAWKS 1 7:30 TV-56 WEEI RADIO	2	DALLAS MAVERICKS 3 8:00 SPORTS CHANNEL WEEI RADIO	NEW JERSEY NETS 4 7:30 TV-56 WEEI RADIO
	6	7	CHICAGO BULLS 8 7:30 SPORTS CHANNEL WEEI RADIO	9	10	11
DENVER NUGGETS 12 NOON SPORTS CHANNEL WEEI RADIO	NEW JERSEY NETS 13 7:30 SPORTS CHANNEL WEEI	14	15	INDIANA PACERS 16 7:30 WEEI RADIO TV-56	DETROIT PISTONS 17 8:00 TV-56 WEEI RADIO	18
19	SAN ANTONIO SPURS 20 7:30 SPORTS CHANNEL WEEI	MILWAUKEE BUCKS 21 8:30 TV-56 WEEI RADIO	22	23	NEW YORK KNICKS 24 7:30 SPORTS CHANNEL WEEI	25
26	27	PHILADELPHIA 76ERS 28 7:30 WLVI WEEI	PORTLAND TRAILBLAZERS 29 7:30 SPORTS CHANNEL WEEI	30	HOUSTON ROCKETS 31 7:30 SPORTS CHANNEL WEEI	

MATCHING UP

1959 Celtics vs. 1971 Milwaukee Bucks

This matchup features a duel between the two dominant centers of professional basketball history as well as arguably, a clash between the best pair of point guards in NBA annals. In Bill Russell and Bob Cousy of the Celtics and Kareem Abdul-Jabbar and Oscar Robertson of the Bucks, there was embodied every conceivable talent of the game of basketball. Russell was a premier shot-blocker and clutch rebounder while Cousy orchestrated the fast break and ran the set offense for a team better than any other player.

Kareem Abdul-Jabbar recently went over the 38,000 point mark for his present team, the Los Angeles Lakers. There hasn't ever been a more unstoppable shot (Wilt Chamberlain's dunks weren't actually shots) in NBA history than Abdul-Jabbar's sky hook; likewise, there hasn't ever been a more powerful offensive player than Kareem—strong, fast and quick and tall in his prime.

Oscar Robertson virtually defined the modern pro player from the moment he came into national prominence as a high school player at Crispus Attucks High School in Indianapolis. At 6'5", he handled the ball with precision and strength. He could create his own shot at will whether it was his outside jumper—classic form—or driving to the hoop, backing in, backing in, until he was at the distance he wanted to shoot from. His vision as push man on the break also ensured that his team would get the shot it needed in the transition game.

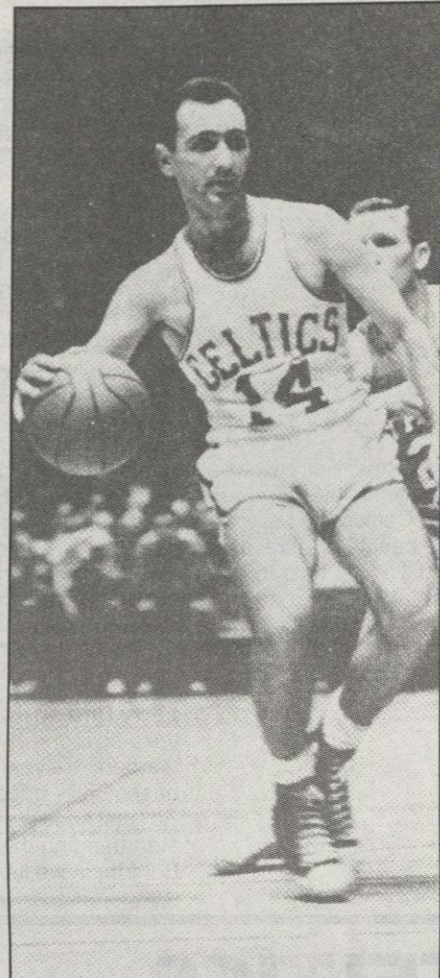
Personnel and Coaching. The 1958-59 Celtics were a team that was ready to dominate the league for the next decade. "Once we won that first championship in 1957," commented Cousy recently, "we knew we had what it took to win, or at least come very close for a long, long time." The Celtics through the early fifties had been perennial runners-up—"But then we landed Russ," continued Cousy. "We knew we were an outstanding ballclub." Russell took charge of the rebounding (23.0 per game to lead the league) and the team was constantly on the run, directed by Cousy. There was a plethora of talent to fill the lanes, including guards Bill Sharman and Sam Jones, forwards Tom Heinsohn, Frank Ramsey and Jim Loscutoff and key deep reserves, center Gene Conley and guard K.C. Jones. The Celtics' scoring was guard-oriented that year with Sharman and Cousy the team's leaders with 20.4 ppg and 20.0 ppg scoring marks respectively. The Bucks also were primarily a run-oriented team, although they went about it differently than the Celtics. Running the wings alongside Oscar were scoring guard Jon McGlocklin and a pair of small forwards, Bobby Dandridge and Greg Smith. The team's key reserve that season was veteran Bob Boozer who played 80 games and averaged 9.1 ppg and 5 rebounds per contest. The key scorer of course was Abdul-Jabbar at 31.7 ppg; Robertson scored at 19.4 ppg and Dandridge 18.4. Oscar had averaged 25.3 ppg the previous season in Cincinnati (under Cousy, who had taken over as Royals' coach that season) and that had been his lowest scoring average as an NBA player. Dandridge, after moving on to the Washington Bullets as free agent in 1977, went on to become the dominant small forward

in the game for two seasons, taking the Bullets to the 1978 championship over Dennis Johnson and Seattle.

Red Auerbach coached the Celtics and his fundamentalist style would have figured greatly in this series. Larry Costello, a former player for Syracuse and Philadelphia, was the original clipboard professional coach.

Playing Style. Both teams played a running, fastbreak offense and when forced into the halfcourt game, both teams played basic rational basketball. The fast break began differently for the two teams however, with the Celtics reliant on Russell's dynamic shot-blocking skills to set the offense in motion. Milwaukee depended on a trapping defense to force turnovers, intimidating opponents with a reckless double-team (featuring Dandridge and Smith) on the ball. If there were open areas for the opposing offense, the Bucks would artfully hustle back and force the shooter into the middle, where the young (!) Kareem would swat shots away. Abdul-Jabbar's fear-provoking presence often forced turnovers which sent the Bucks running. This offense swept the Bullets in The Finals that season as Milwaukee blasted Earl "The Pearl" Monroe, Wes Unseld and Gus Johnson. Auerbach boasts to this day that the Celtics ran basic offense in those days in the halfcourt game, often relying on slices off the post (Russell was an underrated passer) and depending on Cousy's savvy to set up scorers such as Sharman, Heinsohn and the emerging Sam Jones. The Bucks of course went to Abdul-Jabbar in the halfcourt game.

Playoffs. To accurately assess the team's temperaments, the results of the playoffs for each team: In 1959 the Celtics were on a mission, in familiar NBA parlance. They had been headed toward a second straight crown in 1958 when in Game 3 of The Finals against the Hawks, Russell nearly fractured his ankle. Cousy's 50 in Game 6 of the series failed to bail the team out of that war zone. The Celtics won the regular season crown by three games over the Hawks that year but despite great intensity, nearly were derailed by Syracuse



Bob Cousy: Leading the Offense

in the Eastern Conference finals. Sam Jones called it the hardest playoff series he ever played in; the C's finally prevailed in seven games but not before they were forced to the final minute of a 130-125 7th Game. Johnny Most calls Syracuse's War Memorial Auditorium the most difficult arena for a visiting player to have played in. The present Syracuse University Carrier Dome is certainly a worthy heir to the War's ghosts. After the Celtics survived

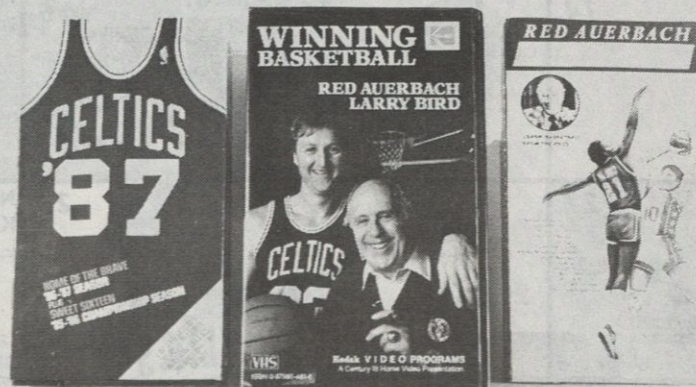
that set, they swept the Lakers and Elgin Baylor in The Finals.

The Bucks, in contrast to the Celtics' playoff series with the Nats, weren't ever challenged in the playoffs. The Bucks' most difficult competitors, the New York Knicks, were eliminated in the Eastern Conference finals, by the Bullets. Most experts thought the Knicks could have defeated the Bucks that season because of the former's Willis Reed at Center. However, Reed's knee began giving him trouble in 1971, and the Knicks and Bucks never met in The Finals. As mentioned, Milwaukee controlled Baltimore in The Finals.

Boston vs. Milwaukee. This series would have carried the day as the most intense of all dream Finals, with Robertson on his own obvious mission that season. He of course would have needed all of it against a team featuring the young Russell and Cousy in his prime. The classic strategic test would have been the Buck's desire to force the running Celtics into a halfcourt set where they would have attempted to steer the C's offense into the middle against Abdul-Jabbar's swarming defense. The Celtics defense would have attempted to press Robertson too, however; Ramsey would have played a key role as would have both Sam and K.C. Jones (K.C.'s hardest matchup of all: Oscar) as the Celtics would have pressed Robertson end-to-end, to disrupt the rhythm of Milwaukee's offense, to force the tempo into a running game.

Is there ever a better example of a seven game championship with the final going down to the final minutes? Because of the magnitude of the Russell-Abdul-Jabbar matchup and the confrontation between Cousy and Robertson, floor generals of tremendous pride. It would have been a purists delight. Abdul-Jabbar and Russell were still more pure talent than aging guile at that time of their respective careers so sheer athleticism would have characterized the pivot play. Meanwhile, Cooz and The Big O were veterans, determined not to lose again, refusing to settle for less than perfection.

CELTICS VIDEOTAPES



These entertaining and instructional videos let you relive the excitement of your favorite sport time after time. All videos are available in VHS only.

• **CELTICS '87** Two great seasons on *One Great Tape!* Highlights of last year's spectacular effort versus the Lakers as well as the '86 season's championship year. #77

\$33.95

• **RED ON ROUNDBALL** Red explains the ins and outs of the game with a little help from Julius Erving, John Havlicek and many other basketball greats. #99

\$25.00

• **WINNING BASKETBALL** An exciting new video never before seen on television. This tape is action-filled, instructive and motivating for basketball players, coaches and fans of all ages. #88

\$22.95

To order fill out form on p. 23



Now you can sign with the Celtics!

Get the official Celtics MasterCard. Get the pride and the strength!

For the first time you can get the pride and the strength of the official Celtics MasterCard. And it's from Bank of Boston, the team's own bank. No card has more buying power. For starters, it's accepted at over five million establishments worldwide. You can even get a cash advance at over 120,000 banking centers in Boston and around the world. But that's not all. If you join by December 31, 1988, you'll be designated a Charter Member which entitles you to a 40% discount on great Celtics jackets and warm up gear.

the year you'll be offered other authentic NBA merchandise at prices 20% off retail. The interest rate is variable and is guaranteed at a low 15.6% Annual Percentage Rate through December 31, 1988. And you'll be happy to know that the initial \$25 Annual Fee from the first 10,000 Celtics MasterCard accounts will be donated to the Bank of Boston/Celtics Home Court Advantage Program. This quarter-million dollar program will help to renovate and up-grade inner city basketball courts throughout New England.

To get more information on other great benefits and an application just phone 1-800-GO CELTS or 1-800-882-2052.



BANK OF BOSTON
Put the pride and the strength to work for you.

CELTICS' PRIDE



Kodak's PRIDE



CAPTURE ALL THE GLORY OF CELTICS BASKETBALL WITH
NEW KODACOLOR GOLD FILM... KODAK'S MOST REALISTIC
COLOR PRINT FILM EVER.



Show Your True Colors

KODACOLOR GOLD IS A TRADEMARK. © EASTMAN KODAK COMPANY, 1988.